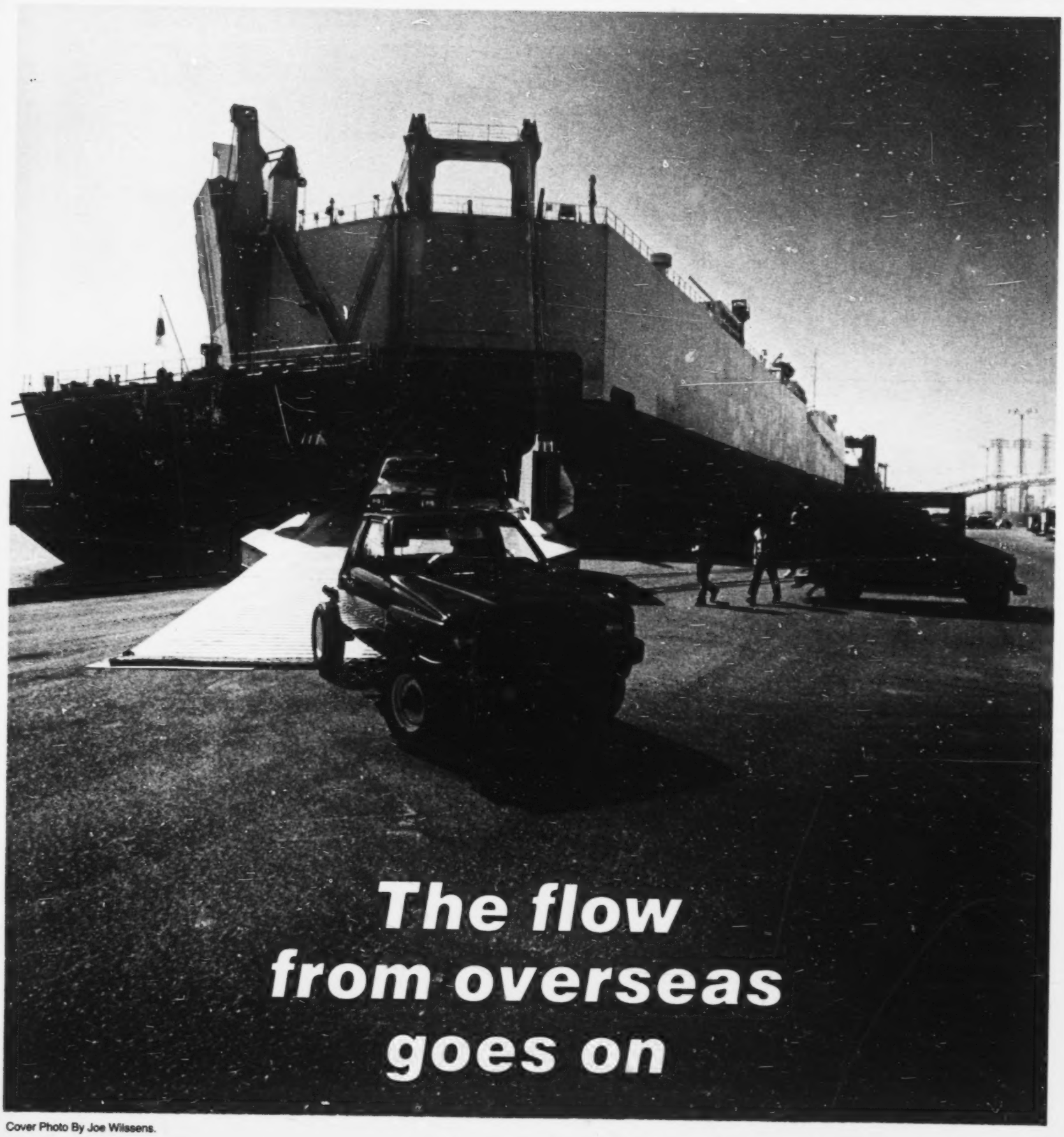
Automotive News

EXTRA

March 11, 1985

IMPORT WORLD



The flow from overseas goes on

Cover Photo By Joe Wilssens.

Average hike is $418.42 during past year

Import prices rise sharply

By John K. Teahen Jr.
Managing Editor

After two years of rather moderate increases, prices of imported cars showed a major rise during the past 12 months.

The annual *Automotive News* analysis found an average hike of $418.42, or 5.5 percent, for the best-selling—or "popular-priced"—imports.

It was much greater than the average boost of $163.25 recorded in the 1984 study, and it was many times the paltry $57.39 found in 1983.

Going back a bit farther, the average bump on the best-selling imports was $488.09 in 1982 and an astounding $812.60 in 1981.

The latest boost of $418.42 is based on a comparison of 91 models offered by 11 makers. They are models that apperar in the current and year-ago lineups of those nameplates.

The cutoff point this year was $11,000. Cars in that price class accounted for 67.67 percent of the new imported autos sold in the U.S. last year.

Admittedly, $11,000 is a lot of money for a "popular-priced" automobile. But as any shopper knows, new cars—both imported and domestic—are very-big-ticket items these days.

It's still possible to find a good selection of imports under $7,500, but the market is moving steadily upward.

Toyota gets a big chunk of its sales from Camry, Celica, Cressida and Supra. Stanza, Maxima, 200-SX and 300-ZX are strong sellers for Nissan. Accord and Prelude are big for Honda, and the 626 is Mazda's leader, followed by the RX-7.

None of those are economy cars. Many of them, in fact, are in the medium-price class (above $11,000), but their popularity is growing, nevertheless.

The 91 models in this year's under-$11,000 comparison are offered by Dodge Colt, Plymouth Colt, Honda, Isuzu, Mazda, Mitsubishi, Nissan, Renault, Subaru, Toyota and Volkswagen.

Only the imported models of Volkswagen and Renault are included. The VW Golf and GTI (Rabbit last year) and the Renault Alliance and Encore are omitted because they are made in the U.S. On the other hand, Honda Accord is included because Accords are imported as well as being built in this country.

Only one of the 11 makes in this year's analysis was close to the average increase of $418.42. That was Nissan with a hike of $416. Seven makes were below the average and three others were above it.

On the "up" side were Subaru, with an average boost of $496; Mitsubishi, with a hike of $506, and Toyota, which rose $555.

Posting increases below the average were Isuzu, $250; Honda, $263; Renault, $300; Volkswagen, $309; Dodge Colt, $379; Plymouth Colt, $379, and Mazda, $380.

The average increase for the top five Japanese makes in the popular-priced class was $431.81, quite similar to that of the overall segment. The top five Japanese lines are Toyota, Nissan, Honda, Mazda and Subaru.

In the medium-priced field ($11,000 to $18,000), stickers went up an average of $671.46, or 4.91 percent, during the last 12 months. That compares with boosts of $544.95 in last year's study, $374.16 in 1983, $898.79 in 1982 and $1,067.34 in 1981.

The analysis of the mediums involved 50 models offered by 15 makes. The medium-priced field accounted for 22.58 percent of imported-car sales last year.

Offering one or more models in this segment are Alfa Romeo, Audi, BMW, Dodge/Plymouth Conquest, Isuzu, Mazda, Mitsubishi, Nissan, Peugeot, Renault, Saab, Toyota, Volkswagen and Volvo.

Of the 15 makes, only Alfa Romeo and Peugeot fit completely in this class. Elsewhere, the group includes the top models of some of the popular-priced makes and the lower-priced models of some of the highest-priced makes.

The preceding sentence requires at least a second reading, but that's how things stand among the medium-priced imports.

The Audi 4000, Coupe GT and 5000 sedan are in this class. So are the BMW 318i, the Dodge/Plymouth Conquest, the Isuzu Impulse and the top Renault Sportwagon.

The fanciest Mazda 626 is a medium, along with three RX-7 units. The Mitsubishi Starion is included, and so are the Saab 900 and 900-S and the Volvo DL and GL. VW's entries are the Cabriolet and the Quantum.

Nissan contributes the 200-SX Turbo, a 300-ZX and a pair of Maximas. Toyota's mediums are the top Camry and Celica models, the Supra and the Cressida.

There are other models in the medium-priced field, but they are new for the 1985 season. Since they had no 1984 counterparts, they could not be included in this comparison.

Ten of the makes in this price segment were below the $671.46 average price hike for the class. Two show decreases, and another is unchanged.

The Alfa Romeo average is down $1,000 because of a $2,500 cut on the GTV-6 coupe, and VW is down an average of $427 because the Quantum wagon was

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Long in size and price

The $185,000 Rolls-Royce Silver Spur Limousine is the highest-priced import car in the U.S. It is three feet longer than the standard Silver Spur. Only 12 can be made for the U.S. in 1985.

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slashed $2,210. VW's other mediums, the Cabriolet and Quantum sedan, are up.

BMW held the line on its 318i two-door, the only one of its medium-priced models that was around at this time last year.

The mediums that did increase prices but stayed below the $671.46 average were: Renault, up $350; Dodge/Plymouth Conquest, $415; Mitsubishi, $477; Peugeot, $484; Isuzu, $550, and Mazda, $550.

Above-average price hikes for this class were posted by Toyota, $958; Saab, $973; Audi, $975; Nissan, $1,438, and Volvo, $1,601.

In the luxury class ($18,000 and up), the 33 models compared had an average increase of $767.39. It was considerably less than the hike of $1,049.08 in last year's analysis.

The reason for the smaller boost is simple: Mercedes-Benz has not increased its prices in the last year. Mercedes has more models than any other luxury import, and its price increases in other years have been substantial.

In addition to Mercedes, the luxury class includes all Porsches and Jaguars and all BMWs except the 318i. Also on the list are a pair of Nissan 300-ZX units, the Maserati Biturbo and the top-line models frpom Audi, Volvo and Saab.

As noted, Mercedes didn't raise prices at all. BMW, with an average hike of $403 was the only other luxury import below the class average.

Increasing their prices more than the $767.39 norm were Maserati, $929; Audi, $1,022; Volvo, $1,148; Porsche, $1,200; Saab, $1,215; Jaguar, $1,267, and Nissan, $1,450.

The Porsche situation is worthy of comment. Prices of four Porsche models are unchanged from a year ago. The fifth (the 928 coupe) went up $6,000, so the average jump for the five was $1,200.

The luxury class accounted for 9.75 percent of the imported cars sold in the U.S. in 1984.

In each of the three classes—popular-priced, medium-priced and luxury—the Automotive News analysis was based on comparable models, those that appear in the current and year-ago lineups of a particular make. In a few cases, models that occupy the same relative position in a maker's lineup were compared.

Prices considered were Manufacturer's Suggested Retail Prices. Where prices differ by geographic areas, East Coast prices were used.

Data on changes was based on an arithmetical comparison of prices in effect on March 1 of this year with those in effect a year ago. For models introduced later in the 1984 model year, introductory pricers were used. There was no sales-weighting, and no adjustments were made for year-to-year equipment changes.

Import-car retail prices

Prices in effect March 1, 1985

The following prices are Manufacturer's Suggested Retail Prices. They include ocean freight and import duty. They do not include inland shipping charges, state or local taxes, optional equipment or special equipment required by state laws. Where East Coast and West Coast prices differ, East Coast prices are used, unless otherwise indicated. Prices are for 1985 models.

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ALFA ROMEO—Graduate convertible (5-speed), $13,500; Spider Veloce convertible (5-speed), $16,500; GTV-6 coupe, (5-speed), $16,500. (**Power disk brakes** standard on Veloce and GTV-6. **Air conditioning** standard on GTV-6.) (Prices do not include dealer prep fee of $150 on Graduate and Veloce, $160, on GTV-6.)

ASTON-MARTIN—V-8 coupe, $100,000; V-8 Vantage coupe, $110,000; V-8 Volante convertible, $125,000; V-8 Lagonda 4-door sedan, $150,000. (**Automatic transmission** standard on Lagonda; **automatic or 5-speed manual** are no-charge choices on other models. **Power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices include dealer prep fee.)

AUDI—4000-S—4-door sedan (5-speed), $13,950; Quattro—4-door sedan (5-speed), $17,450. **Coupe GT**—Coupe (5-speed), $15,250. **5000—S**—4-door sedan (5-speed, $17,710; 4-door wagon (5-speed), $18,920; Turbo 4-door sedan (automatic), $23,875. **Quattro Turbo**—Coupe (5-speed), $35,000. (**Power disk brakes, power steering, air conditioning** standard on all models. **Radio** standard on 4000-S Quattro, 5000-S Turbo and Quattro Turbo. **Automatic transmission** is $450 on 4000-S sedan, Coupe GT, 5000-S sedan and 5000-S wagon.) (Prices do not include dealer prep fee.)

BENTLEY—Mulsanne 4-door sedan, $97,950; Mulsanne L 4-door sedan, $108,390; Continental convertible, $155,470. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

BERTONE—Targa coupe (5-speed), $9,995. (**Power disk brakes** are standard.) (Price does not include dealer prep fee of $179.)

BMW—318i—4-door sedan, $16,925; 2-door sedan, $16,430. **325e**—4-door sedan, $21,105; 2-door sedan, $20,970. **528e**—4-door sedan, $24,565. **535i**—4-door sedan, $30,760. **735i**—4-door sedan, $36,880. **635-CSi**—Coupe, $41,315. (**5-speed transmission, power steering, power disk brakes, air conditioning** standard on all models. **Radio** standard on all models except 318i. **Automatic transmission** is $595 on 318i and 528e; $795 on other models.) (Prices do not include dealer prep fee of $90 on 318i, $155 on 635-CSi and $100 on other models.)

CHEVROLET SPECTRUM—4-door sedan (5-speed), $6,575; 2-door hatchback (5-speed), $6,295. (**Power disk brakes** standard on both models. **Automatic transmission** is $395.) (Prices include dealer prep fee.)

CHEVROLET SPRINT—2-door hatchback (5-speed), $5,151. (**Power disk brakes** are standard.) (Price includes dealer prep fee.)

DODGE COLT—Colt E—5-door hatchback (5-speed), $6,029; 3-door hatchback (4-speed), $5,372. **Colt DL**—4-door sedan (5-speed), $6,492; 3-door hatchback (5-speed), $6,177. **Colt Premier**—4-door sedan (5-speed), $7,409. (**Power disk brakes** standard on all models. **Automatic transmission** is $384, not available on Colt E 3-door.) (Prices include dealer prep fee.)

DODGE COLT VISTA—5-door wagon (5-speed, 2-wheel drive), $8,721; 5-door wagon (5-speed, 4-wheel drive), $9,809. (**Power disk brakes** standard on both models. **Power steering** standard on 4WD model. **Automatic transmission** is $384 with 2WD, not available with 4WD.) (Price includes dealer prep fee.)

DODGE CONQUEST—2-door liftback, $12,564. (**Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $542.) (Price includes dealer prep fee.)

DODGE RAM 50—Pickup Trucks (2-wheel drive)—Custom (4-speed), $5,748; Royal (5-speed), $6,456. **Pickup Trucks (4-wheel drive)**—Power Custom (5-speed), $8,177; Power Royal (5-speed), $8,743. (**Power disk brakes** standard on all models. **Power steering** standard on Power Custom and Power Royal. **Radio** standard on all models except Power Custom. **Automatic transmission** is $374 on Royal and Power Royal, $433 on Power Custom, $476 on Custom.) (Prices include dealer prep fee.)

FERRARI—308 Quattrovalvole—Berlinetta coupe, $54,300; Spider convertible, $59,500. **Mondial**—Coupe, $59,500; Cabriolet, $65,000. (**5-speed transmission, power disk brakes, air conditioning** standard on all models.) (Prices include Gas Guzzler Tax of $1,800.) (Prices do not include dealer prep fee of $350.)

HONDA—Civic CRX—HF 1.5 coupe (5-speed), $6,479; 1.5 coupe (5-speed), $6,855; 1.5 coupe (automatic), $7,155; SI 1.5 coupe (5-speed), $7,999. **Civic**—1.3 3-door hatchback (5-speed), $5,399; 1.5 DX 3-door hatchback (5-speed), $6,529; 1.5 DX 3-door hatchback (automatic), $6,829; S 1.5 3-door hatchback (5-speed), $7,129; 1.5 4-door sedan (5-speed), $7,295; 1.5 4-door sedan (automatic), $7,795; 1.5 4-door wagon (5-speed), $7,195; 1.5 4-door wagon (automatic), $7,495; 1.5 4WD wagon (5-speed), $8,649. **Accord**—1.8 3-door hatchback (5-speed), $7,895; 1.8 3-door hatchback (automatic), $8,445; 1.8 4-door sedan (5-speed), $8,845; 1.8 4-door sedan (automatic), $9,195. **Accord LX**—1.8 3-door hatchback (5-speed), $9,095; 1.8 3-door hatchback (automatic), $9,445; 1.8 4-door sedan (5-speed), $10,295; 1.8 4-door sedan (automatic), $10,645. **Accord SE-i**—1.8 4-door sedan (5-speed), $12,945; 1.8 4-door sedan (automatic), $13,295. **Prelude**—1.8 coupe (5-speed), $10,345; 1.8 coupe (automatic), $10,695. (**Power disk brakes** standard on all models. **Power steering** standard on Prelude and Accord models except base Accord hatchback with 5-speed. **Radio** standard on Accord LX, Accord SEi and Prelude. **Air conditioning** standard on Accord LX 4-door and Accord SEi.) (Prices include dealer prep fee.)

ISUZU—I-Mark—4-door sedan (5-speed), $6,785; 4-door sedan (automatic), $7,149. **Impulse**—Coupe (5-speed), $11,048; coupe (automatic), $11,463. **Trooper II**—Sports-utility vehicle (4-speed), $8,683. (**Power disk brakes** standard on all models. **Power steering, radio, air conditioning** standard on Impulse.) (Prices include dealer prep fee.)

ISUZU P'UP PICKUP TRUCKS—2-wheel drive, gasoline engine—Standard bed (4-speed), $5,775. Deluxe standard bed (5-speed), $6,519; Deluxe standard bed (automatic), $6,851; LS standard bed (5-speed), $7,295; Standard long bed (4-speed), $5,930; Deluxe long bed (5-speed), $6,674; Deluxe long bed (automatic), $7,006; LS long bed (5-speed), $7,450. **4-wheel drive, gasoline engine**—Deluxe Standard bed (4-speed), $8,189; LS Standard bed (4-speed), $8,965; Deluxe long bed (4-speed), $8,344; LS long bed (4-speed), $9,120. **2-wheel drive, diesel engine**—MPG (4-speed, N/A California), $6,540; MPG (5-speed, California only), $6,540; Deluxe standard short bed (5-speed), $7,284; Deluxe standard bed (automatic), $7,616; Standard long bed (5-speed), $6,695; Deluxe long bed (5-speed), $7,439; Deluxe long bed (automatic), $7,771; LS long bed (5-speed), $8,215. **4-wheel drive, diesel engine**—Deluxe Standard bed (4-speed), $8,954; LS Standard bed (4-speed), $9,730; Deluxe long bed (4-speed), $9,109; LS long bed (4-speed), $9,885. (**Power disk brakes** standard on all models. **Radio** standard on Deluxe models with 2-wheel drive and on all LS models.) (Prices include dealer prep fee.)

JAGUAR—XJ-6—4-door sedan, $32,250. **Vanden Plas**—4-door sedan, $35,550. **XJ-S**—Coupe (V-12), $36,000. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee of approximately $250.)

LAMBORGHINI-Countach LP500—Coupe (5-speed), $99,500; **Jalpa P250**—Targa coupe (5-speed), $53,125. (**Power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee of $2,000.)

LOTUS—Turbo Esprit coupe, $48,749. (**5-speed transmission, power disk brakes, air conditioning** are standard.) (Price includes Gas Guzzler Tax of $1,000.) (Price does not include dealer prep fee of $350.)

MASERATI—Biturbo—Coupe (5-speed), $26,874; E Type coupe (5-speed), $27,902. **Quattroporte**—4-door sedan (automatic), $86,710. (**Power disk brakes, radio, air conditioning** standard on all models. **Power steering** standard on Quattroporte.) (Prices include Gas Guzzler Tax of $1,000 on Biturbo and $2,000 on Quattroporte.) (Prices include dealer prep fee.)

MAZDA—GLC Series—3-door hatchback (4-speed), $5,195; Deluxe 3-door hatchback (5-speed), $6,095; Deluxe 3-door hatchback (automatic), $6,395; Luxury 3-door hatchback (5-speed), $6,795; Luxury 3-door hatchback (automatic), $7,095; Deluxe 4-door sedan (5-speed), $6,695; Deluxe 4-door sedan (automatic), $6,995; Luxury 4-door sedan (5-speed), $7,395; Luxury 4-door sedan (automatic), $7,695. **626 Series**—Deluxe 2-door sedan (5-speed), $8,845; Deluxe 2-door sedan (automatic), $9,225; Deluxe 4-door sedan (5-speed), $8,-

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495; Deluxe 4-door sedan (automatic), $8,875; Luxury 2-door sedan (5-speed), $10,595; Luxury 2-door sedan (automatic), $10,975; Luxury 4-door sedan (5-speed), $10,245; Luxury 4-door sedan (automatic), $10,625; Luxury Touring 4-door sedan (5-speed), $11,245; Luxury Touring 4-door sedan (automatic), $11,625; Luxury 4-door sedan (5-speed, diesel engine), $10,795. **RX-7**—S coupe (5-speed), $10,945; GS coupe (5-speed), $11,845; GS coupe (automatic), $12,345; GSL coupe (5-speed), $13,645; GSL coupe (automatic), $14,145; GSL-SE coupe (5-speed), $15,645. (**Power disk brakes** standard on all models. **Power steering** standard on 626 Luxury Touring models. **Radio** standard on all models except base GLC hatchback. **Air conditioning** standard on RX-7 GSL-SE.) (Prices include dealer prep fee.) (Prices are those of Mazda East.)

MAZDA PICKUP TRUCKS—B-2000—Standard short bed (5-speed), $5,995; Standard long bed (5-speed), $6,195; SE short bed (5-speed), $6,395; SE long bed (5-speed), $6,595; Lux short bed (5-speed), $6,995; Lux long bed, $7,195. (**Power disk brakes** standard on all models. **Radio** standard on SE Lux models.) (Prices include dealer prep fee.) (Prices are those of Mazda East.)

MERCEDES-BENZ—190 Series—190-E 4-door sedan (5-speed), $22,850; 190-E 4-door sedan (automatic), $23,430; 190-D 4-door sedan (diesel, 5-speed), $22,930; 190-D 4-door sedan (diesel, automatic), $23,510. **300 Series (Turbodiesel)**—300-D 4-door sedan (automatic), $31,940; 300-SD 4-door sedan (automatic), $39,500. 300-CD coupe (automatic), $35,220; 300-TD 4-door wagon (automatic), $35,310. **380 Series**—360-SE 4-door wagon (automatic), $42,730; 380-SL coupe/roadster (automatic), $43,820. **500 Series**—500-SEL 4-door sedan (automatic), $51,200; 500-SEC coupe (automatic) $56,800. (**Power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include Gas Guzzler Tax of $600 on 380-SE and 380-SEL and $1,000 on 500-SEL and 500-SEC.) (Prices include dealer preparation fee.)

MERCURY MERKUR—XR4Ti 3-door hatchback (5-speed), $16,361. (**Power steering, power disk brakes, radio, air conditioning** are standard. Automatic transmission is $427.) (Price includes dealer prep fee.)

MITSUBISHI—Mirage—2-door sedan (4-speed), $5,389; L 2-door sedan (5-speed), $6,249; L 2-door sedan (automatic), $6,619; LS 2-door sedan (5-speed), $6,729; Turbo 2-door sedan (5-speed), $7,749; Turbo 2-door sedan (automatic), $8,119. **Tredia**—4-door sedan (5-speed), $7,079; L 4-door sedan (5-speed), $8,229; L 4-door sedan (automatic), $8,599; LS 4-door sedan (automatic), $9,359; Turbo 4-door sedan (5-speed), $9,499. **Cordia**—L 2-door hatchback (5-speed), $8,579; L 2-door hatchback, (automatic), $8,959; LS 2-door hatchback, (automatic), $9,658; Turbo 2-door hatchback (5-speed), $10,119. **Galant**—4-door sedan (automatic), $12,229; 4-door sedan with ECS package (automatic), $13,139. **Starion**—LS Turbo coupe (5-speed), $12,629; LE Turbo coupe (5-speed), $14,869; LE Turbo coupe (automatic), $15,409; ESI Turbo coupe (5-speed), $15,279. **Montero Sport/Utility Vehicles**—Montero (5-speed), $9,639; Montero Sport (5-speed), $10,409; Montero Sport (automatic), $10,769. (**Power disk brakes** standard on all models. **Power steering** standard on all models except Mirage and base Tredia. **Radio** standard on all models except Mirage, base Tredia and base Montero. **Air conditioning** standard on Galant, Starion LE and Starion ESI.)

MITSUBISHI PICKUP TRUCKS—Two-Wheel Drive—Mighty Max (5-speed), $5,799; Mighty Max Sport (5-speed), $6,199; SP (automatic), $7,029; SP Turbodiesel (5-speed), $7,599; SPX (5-speed), $7,239; SPX Turbodiesel (5-speed), $8,109. **Four-Wheel Drive**—SPX (5-speed), $9,229; SPX Turbodiesel (5-speed), $10,109. (**Power disk brakes** standard on all models. **Power steering** standard on all SPX models. **Radio** standard on SPX 2-wheel-drive models.)

NISSAN—Sentra—Standard 2-door sedan (5-speed), $5,499; Deluxe 2-door sedan (5-speed), $6,649; Deluxe 2-door sedan (automatic), $7,279; MPG Diesel 2-door sedan (4-speed), $7,099; XE 2-door sedan (5-speed), $6,849; Deluxe 4-door sedan (automatic), $7,479; XE 4-door sedan (5-speed), $7,499; XE 4-door sedan (automatic), $7,879; Deluxe 4-door wagon (5-speed), $7,349; Deluxe 4-door wagon (automatic), $7,979; XE 4-door wagon (automatic), $8,379; XE 2-door hatchback (5-speed), $7,799; XE 2-door hatchback (automatic), $8,179; SE 2-door hatchback (5-speed), $8,699. **Pulsar NX**—Coupe (5-speed), $8,249; coupe (automatic), $8,629. **Stanza**—XE 4-door hatchback (5-speed), $8,949; XE 4-door hatchback (automatic), $9,449; GL 4-door notchback (5-speed), $9,549; GL 4-door notchback (automatic), $10,049. **200-SX**—Deluxe notchback coupe (5-speed), $8,999; Deluxe notchback coupe (automatic), $9,499; XE notchback coupe (5-speed), $10,249; XE notchback coupe (automatic), $10,749; Deluxe hatchback coupe (5-speed), $9,199; Deluxe hatchback coupe (automatic), $9,699; XE hatchback coupe (5-speed), $10,749; XE hatchback coupe (automatic), $11,249; Turbo hatchback coupe (5-speed), $12,349. **Maxima**—SE 4-door sedan (5-speed), $13,499; GL 4-door sedan (automatic), $13,499; GL 4-door wagon (automatic), $14,399. **300-ZX**—Coupe (5-speed), $17,199; coupe (automatic), $17,699; 2+2 coupe (5-speed), $18,399; 2+2 coupe (automatic), $18,899; Turbo coupe (5-speed), $19,699; Turbo coupe (automatic), $20,199. (**Power disk brakes** standard on all models. **Power steering** standard on all models except Sentra Standard, Sentra Deluxe and Sentra MPG Diesel. **Radio** standard on all models except Sentra Standard, Sentra Deluxe 5-speed and Sentra MPG Diesel. **Air conditioning** standard on Maxima and 300-ZX.) (Prices include dealer prep fee.)

NISSAN PICKUP TRUCKS—Pickup Trucks (2-Wheel Drive)—Standard regular bed (5-speed), $5,999; Standard regular bed (automatic), $6,379; Deluxe regular bed (5-speed), $7,295; ST regular bed (5-speed), $8,295; ST regular bed (automatic), $8,795; Standard long bed (5-speed), $6,299; Standard long bed (automatic), $6,679; ST long bed (5-speed), $8,445; ST long bed (automatic), $8,945; cab and chassis (5-speed, dual rear wheel), $7,595; King Cab Standard (5-speed), $7,395; King Cab Standard (automatic), $7,775; King Cab Deluxe (5-speed), $7,895; King Cab Deluxe (automatic), $8,275, King Cab ST (5-speed), $8,895; King Cab ST (automatic), $9,395. **Pickup Trucks (4-Wheel Drive)**—Standard regular bed (5-speed), $8,395; Deluxe regular bed (5-speed), $9,095; ST regular bed (5-speed), $9,995; Deluxe long bed (5-speed), $9,245; ST long bed (5-speed), $10,145; King Cab Deluxe (5-speed), $9,695; King Cab ST (5-speed), $10,595. (**Power disk brakes** standard on all models. **Power steering** standard on all Deluxe and ST models and on cab-and-chassis model. **Radio** standard on all ST models.) (Prices include dealer prep fee.)

PEUGEOT—505 Series (gasoline engine)—GL 4-door sedan (5-speed), $11,900; GL 4-door sedan (automatic), $12,280; S 4-door sedan (5-speed), $15,580; S 4—door sedan (automatic), $15,960; STI 4-door sedan (5-speed), $16,630; STI 4-door sedan (automatic), $17,010; GL 4-door wagon (5-speed), $12,440; GL 4-door wagon (automatic), $12,820; S 4-door wagon (5-speed), $16,695; S 4-door wagon (automatic), $17,075. **505 Series (turbodiesel)**—GL 4-door sedan (5-speed), $13,220; GL 4-door sedan (automatic), $13,600; S-4-door sedan (5-speed), $16,900; S 4-door sedan (automatic), $17,280; STI 4-door sedan (5-speed), $17,950; STI 4-door sedan (automatic), $18,330; GL 4-door wagon (automatic), $13,860; S 4-door wagon (automatic), $17,965. **505 Turbo (gasoline engine)**—4-door sedan (5-speed), $18,150. (**Power steering, power disk brakes** standard on all models. **Radio, air conditioning** standard on all models except 505 GL sedan and wagon.) (Prices do not include dealer prep fee.)

PININFARINA—Spider convertible (5-speed), $16,995; Spider convertible (automatic), $17,490. (**Power disk brakes, radio, air conditioning** are standard.) (Prices do not include dealer prep fee of $179.)

PLYMOUTH COLT—Colt E—5-door hatchback (5-speed), $6,029; 3-door hatchback (4-speed), $5,372. **Colt DL**—4-door sedan (5-speed), $6,492; 3-door hatchback (5-speed), $6,177. **Colt Premier**—4-door sedan (5-speed), $7,409. (**Power disk brakes** standard on all models. **Automatic transmission** is $384, not available on Colt E 3-door.) (Prices include dealer prep fee.)

PLYMOUTH COLT VISTA—5-door wagon (5-speed, 2-wheel drive), $8,721; 5-door wagon (5-speed, 4-wheel drive), $9,809. (**Power disk brakes** standard on both models. **Power steering** standard on 4WD model. **Automatic transmission** is $384 with 2WD, not available with 4WD.) (Prices include dealer prep fee.)

PLYMOUTH CONQUEST—2-door liftback, $12,564. (**Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $542.) (Price includes dealer prep fee.)

PORSCHE—944-Coupe (5-speed), $21,440; coupe (automatic), $21,940. **911 Carrera**—Coupe (5-speed), $31,950; Targa coupe (5-speed), $33,450; Cabriolet (5-speed), $36,450. **928**—Coupe (automatic), $50,000. (**Power brakes, air conditioning** standard on all models. **Power steering** standard on 944 and 928.) (Prices do not include dealer prep fee.)

RENAULT—Alliance—2-door sedan (4-speed), $5,995; L 2-door sedan (4-speed), $6,400; L 4-door sedan (4-speed), $6,650; L convertible (5-speed), $10,295; DL 2-door sedan (5-speed), 7,000; DL 4-door sedan (5-speed), $7,250; DL convertible (5-speed), $11,295; Limited 4-door sedan (5-speed), $7,250. **Encore**—3-door liftback (4-speed), $5,895; S 3-door liftback (4-speed), $6,360; S 5-door liftback (4-speed), $6,610; LS 3-door liftback (5-speed), $7,060; LS 5-door liftback (5-speed), $7,310; GS 3-door liftback (5-speed), $7,560. (All Alliance and Encore models are built in the U.S.) **Sportwagon**—4—door wagon (5-speed), $9,895; Touring Edition 4-door wagon (5-speed), $11,700. **Fuego**—Coupe, (5-speed), $9,295. (**Power disk brakes** standard on all models. **Power steering and air conditioning** standard on Sportwagon. **Radio** standard on all models except base Alliance 2-door sedan and base Encore 3-door liftback. **Automatic transmission** prices: $348 on Alliance and Encore 5-speed; $438 on Alliance and Encore 4-speed; $438 on Sportwagon and Fuego.) (Prices include dealer prep fee.)

ROLLS-ROYCE—Silver Spirit—4-door sedan, $98,500. **Silver Spur**—4-door sedan, $109,000; Limousine, $185,000. **Camargue**—2-door sedan, $150,600. **Corniche**—Convertible, $156,000 (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

SAAB—900 Series—3-door hatchback, $11,850; 4-door sedan, $12,170. **900-S**—3-door hatchback, $15,040; 4-door sedan, $15,510. **900 Turbo**—3-door hatchback, $18,150; 4-door sedan, $18,620. (**5-speed transmission** standard on all models; **automatic** is $400. **Power steering, power disk brakes, air conditioning** standard on all models. **Radio** standard on 900-S and 900 Turbo.) (Prices include dealer prep fee.)

SUBARU—2—Door Hatchbacks—Standard hatchback (4-speed), $5,118; GL hatchback (5-speed), $7,053; GL hatchback (automatic), $7,363; GL hatchback (4-speed, 4-wheel drive), $7,603. **4-door Sedans**—DL sedan (4-speed), $7,238; DL sedan (5-speed), $7,337; GL sedan (5-speed), $7,887; GL sedan (automatic), $8,262; GL-10 sedan (5-speed), $10,306; GL-10 sedan (automatic), $10,681; GL sedan (automatic, 4-wheel drive), $9,410; RX Turbo sedan (5-speed, 4-wheel drive), $11,160; Turbo sedan (5-speed, 4-wheel drive), $11,582; Turbo sedan (automatic, 4-wheel drive), $11,957. **4-door Wagons**—DL wagon (5-speed), $7,638; GL wagon (5-speed), $8,188; GL wagon (automatic), $8,565; GL-10 wagon (5-speed), $10,478; GL-10 wagon (automatic), $10,853; DL wagon (5-speed, 4-wheel drive), $8,188; GL wagon (5-speed, 4-wheel drive), $8,738; GL wagon (automatic, 4-wheel drive), $9,113; Turbo wagon (automatic, 4-wheel drive), $12,046. **BRAT** (4-wheel drive)—GL (4-speed), $7,927; GL (automatic), $7,927. (**Power disk brakes, radio** standard on all models. **Power steering, air conditioning** standard on GL-10 and Turbo models.) (Prices include dealer prep fee.)

TOYOTA—Tercel—Standard 3-door liftback (4-speed), $5,348; Deluxe 3-door liftback (5-speed), $6,338; Deluxe 3-door liftback (automatic), $6,648; Deluxe 5-door liftback (5-speed), $6,488; Deluxe 5-door liftback (automatic), $6,798; Deluxe 4-door wagon (5-speed), $6,918; Deluxe 4-door wagon (automatic), $7,228; Deluxe 4-door wagon (6-speed, 4-wheel drive), $7,898; Deluxe 4-door wagon (automatic, 4-wheel drive), $8,208; SR-5 4-door wagon (6-speed, 4-wheel drive), $8,778. **Corolla**—Deluxe 4-door sedan (5-speed), $6,938; Deluxe 4-door sedan (automatic), $7,308; LE 4-door sedan (5-speed), $7,738; LE 4-door sedan (automatic), $8,258; LE LTD 4-door sedan (automatic), $9,258; Deluxe 5-door liftback (5-speed), $7,198; Deluxe 5-door liftback (automatic), $7,568; LE 5-door liftback (automatic), $8,358; Deluxe 4-door sedan (automatic, diesel engine), $7,898; Deluxe 5-door liftback (5-speed, diesel $7,788. **Corolla Sport**—SR-5 Sport coupe (5-speed), $8,058; SR-5 sport coupe (automatic), $8,578; GTS sport coupe (5-speed), $9,298; SR-5 3-door liftback (5-speed), $8,238; GTS 3-door liftback (5-speed), $9,538. **Camry**—Deluxe 4-door sedan (5-speed), $8,948; Deluxe 4-door sedan (automatic), $9,748; Deluxe 4-door sedan (automatic, turbodiesel), $10,-

Continued on Page E-20, Col. 1

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Continued from Page E-18

698; LE 4-door sedan (automatic), $10,898; Deluxe 5-door liftback (automatic), $9,988; LE 5-door liftback (automatic), $11,248. **MR2**—Coupe (5-speed), $10,999. **Celica**—ST sport coupe (5-speed), $8,449; ST sport coupe (automatic), $8,909; GT sport coupe (5-speed), $9,639; GT sport coupe (automatic), $10,099; GT-S sport coupe (5-speed), $11,199; GT-S sport coupe (automatic), $11,659; GT 3-door liftback (5-speed), $9,989; GT 3-door liftback (automatic), $10,449; GT-S 3-door liftback (5-speed), $11,549; GT-S 3-door liftback (automatic), $12,009; GT-S convertible (5-speed), $17,669; GT-S convertible (automatic), $18,129. **Supra**—L-Type coupe (automatic), $15,998; coupe (5-speed), $16,558; coupe (automatic), $17,158. **Cressida**—4 door sedan (5-speed), $15,690; 4-door sedan (automatic), $15,690; 4-door wagon (automatic), $15,750. **Van (Car type)**—Deluxe Van (5-speed), $9,748; Deluxe Van (automatic), $10,268; LE Van (5-speed), $11,348; LE Van (automatic), $11,868. **Land Cruiser**—4-door wagon (4-speed), $14,218. **4Runner (Car type)**—SR-5 (5-speed), $12,568. **(Power disk brakes** standard on all models. **Power steering** standard on Corolla LE LTD, all Camry except Deluxe sedan with 5-speed, all Celica except ST coupe, all Supra, all Cressida, LE Van and 4Runner SR-5. **Radio** standard on Tercel SR-5 4WD wagon, Corolla LE and LE LTD, all Corolla Sport, Camry LE, all Celica, all Supra, all Cressida and LE Van. **Air conditioning** standard on Celica convertible, all Supra and all Cressida.) (Prices include dealer prep fee.)

TOYOTA PICKUP TRUCKS—Pickup Trucks (2-wheel drive)—Standard short bed (4-speed), $5,998; Standard short bed (5-speed), $6,198; Standard short bed (automatic), $6,628; Standard long bed (5-speed), $6,498; Standard long bed (automatic), $6,928; Deluxe long bed (5-speed), $6,898; Deluxe long bed (automatic), $7,328; Deluxe Xtracab (5-speed), $7,228; Deluxe Xtracab (automatic), $7,718; SR-5 short bed (5-speed),$8,098; SR-5 long bed (5-speed), $8,268; SR-5 Xtracab (5-speed), $8,448; SR-5 Xtracab (automatic), $8,878; Deluxe long bed (5-speed, diesel engine), $7,648; Deluxe long bed (5-speed, turbodiesel), $8,548; Deluxe Xtracab (5-speed, diesel), $7,888; Deluxe Xtracab (5-speed, turbodiesel), $8,788; one-ton pickup (5-speed), $7,338; commercial cab/chassis (4-speed), $6,918; camper cab/chassis (4-speed $7,198; camper cab/chassis (automatic), $7,728. **Pickup Trucks (4-wheel drive)**—Standard short bed (5-speed), $8,398; Deluxe long bed (5-speed), $9,058; Deluxe Xtracab (5-speed), $9,298; SR-5 short bed (5-speed), $10,258; SR-5 long bed (5-speed), $10,428; SR-5 Xtracab (5-speed), $10,648; Deluxe long bed (5-speed), diesel), $10,558. **Van (Truck type)**—Cargo Van (5-speed), $9,198; Cargo Van (automatic), $9,718. **4Runner (Truck Type)**-4Runner truck (5-speed), $10,568. **(Power disk brakes** standard on all models. **Power steering** standard on SR-5 4WD models. **Radio** standard on SR-5 2WD and SR-5 4WD models.) (Prices include dealer prep fee.)

TVR—280i convertible (4-speed), $21,996; 280i coupe (4-speed), $23,796. **(Power disk brakes, radio, air conditioning** standard on both models.) Prices include dealer prep fee.)

VOLKSWAGEN—GOLF—2-door sedan (5-speed, diesel engine), $6,790; 2-door sedan (5-speed), $6,990; 4-door sedan (5-speed, diesel engine), $7,000; 4-door sedan (5-speed), $7,200. **GTI**—2-door sedan (5-speed), $8,990. (All Golf and GTI models are built in the U.S.)

Jetta—2-door sedan (5-speed, diesel engine), $7,775; 2-door sedan (5-speed), $7,975; 4-door sedan (5-speed, diesel engine), $7,995; 4-door sedan (5-speed), $8,195; GL 4-door sedan (5-speed), $8,495; GLI 4-door sedan (5-speed), $9,995. **Cabriolet**—convertible (5-speed), $11,595. **Scirocco**—coupe (5-speed), $9,990. **Quantum**—GL 4-door sedan (5-speed), $13,295; 4-door wagon (5-speed), $11,570. **Vanagon**—L 7-seater (4-speed), $12,290; L 9-seater (4-speed), $12,345; GL 7-seater (4-speed), $13,140; Camper (4-speed), $17,190; 5-seater conversion bus (4-speed), $11,790. **(Power disk brakes** standard on all models. **Power steering** standard on Jetta GLI, Quantum, Vanagon GL and Vanagon Camper. **Radio** standard on Cabriolet and Quantum sedan. **Air conditioning** standard on Quantum sedan and wagon. **Automatic transmission** is $425 on Golf (gasoline engine), Jetta (gasoline engine), Cabriolet and Scirocco; $450 on Quantum and Vanagon.) (Prices include dealer prep fee.)

VOLVO-GL Series—4-door sedan, $13,920; 4-door sedan (automatic), $14,355; 5-door wagon, $14,395; 5-door wagon (automatic), $14,830. **GL Series**—4-door sedan, $16,225; 4-door sedan (automatic), $16,660; 5-door wagon, $16,755; 5-door wagon (automatic), $17,190. **Turbo**—4-door sedan, $18,420; 4-door sedan (automatic), $18,855; 5-door wagon, $18,950; 5-door wagon (automatic), $19,385. **740-GLE**—4-door sedan, $16,150; 4-door sedan (automatic), $16,585. **740 Turbo**—4-door sedan, $20,130; 4-door sedan (automatic) $20,565. **760-GLE**—4-door sedan (automatic), $21,985. **760 Turbodiesel**—4-door sedan (automatic), $23,185. **760 Turbo**—4-door sedan, $22,965; 4-door sedan (automatic), $23,400. **(Power brakes, power steering, air conditioning** standard on all models.)

New Car Prices and Consumer Expenditures Per New Car

(Domestic vs. Import—1967-84)

Year	Domestic	Import	Average
1967	$3,310	$2,272	$3,212
1968	3,531	2,353	3,406
1969	3,697	2,496	3,557
1970	3,708	2,648	3,542
1971	3,919	2,769	3,742
1972	4,034	2,994	3,879
1973	4,180	3,343	4,051
1974	4,523	4,022	4,439
1975	5,083	4,376	4,948
1976	5,504	4,912	5,414
1977	5,985	5,057	5,811
1978	6,481	5,937	6,382
1979	6,906	6,705	6,861
1980	7,630	7,492	7,591
1981	8,929	8,892	8,922
1982	9,889	9,660	9,824
1983	10,504	10,829	10,586
1984	11,059	11,954	11,274

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis.

Money miser

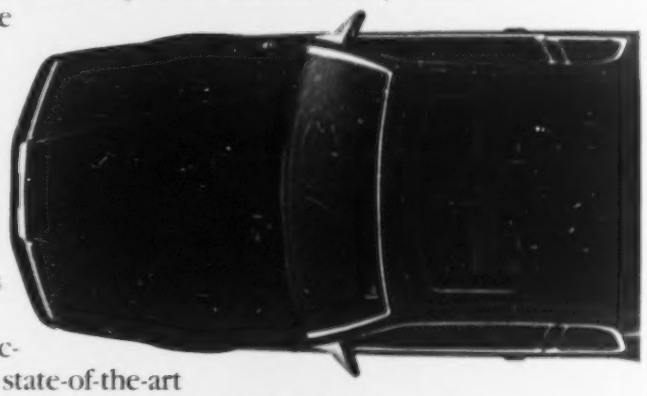
Lowest-priced '85 model import car is Subaru's standard two-door hatchback with four-speed manual transmission and 1.6-liter engine. The price sticker reads $5,118.

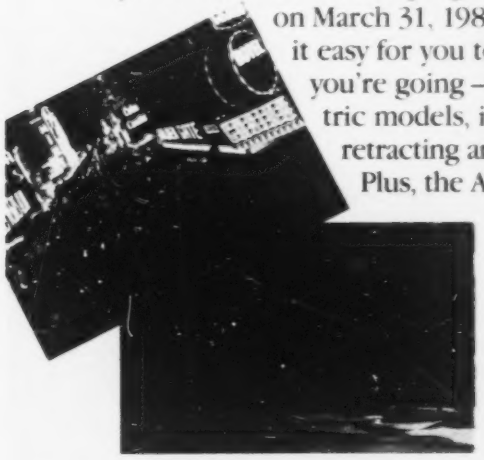
Adamson appointed

TAMPA.—Jodi Adamson has been named parts manager for Tampa Volvo. A veteran of the U.S. Air Force, she has been with the dealership 3½ years.

Have you heard the one about the traveling sunroof salesman?

It's no joke. You can go far selling American Sunroof Company open-air systems – all the way to Palm Beach or San Francisco or New Orleans, even to Jamaica. Beginning January 1, 1985, all dealership salespersons can earn free round-trip coach tickets to anywhere Eastern Airlines flies in the 48 contiguous states plus San Juan, Montego Bay, and Kingston. Thats up to a $900 value per ticket. For every five ASC electric sunroofs* you sell, you get your choice of destinations. And there's no limit to the number of trips you can earn before the program ends on March 31, 1985. ASC makes it easy for you to get where you're going – four ASC electric models, including the state-of-the-art retracting and venting ASC II, give you a sunroof to fit almost any car. Plus, the American Sunroof Company name (the best-known name in the business) means instant customer recognition and acceptance for quick and easy sales. Free airfare to almost anywhere in the U.S. and quality products backed by years of sunroof experience – with American Sunroof Company, you can write your own ticket. Contact your local ASC installing associate today for complete details, destinations, and conditions. (See list at left). The traveling sunroof salesperson? It could be you.





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Cumberland
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A & E Auto Trim & Glass
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Las Vegas
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Atlantic Custom Coach Works
Atlantic City
Auto Sunroof Inc.
Cinnaminson
Autobahn Custom Car, Inc.
Middletown
Punch Inc.
Bogota
New Mexico
Western Radio
Albuquerque
New York
Air Survey East Inc.
Skillman
American Auto & Plate Glass Co.
Albany
American Huffman Coach Builders
Brooklyn
American Sunroof of Rochester
Victor
Auto Sunroof of Larchmont
Larchmont
Car World Inc.
Poughkeepsie
Clearview Sunroof & T Top
Bay Port
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N. Charleston
Tennessee
Autocraft
Chattanooga
Autocraft
Knoxville
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Nashville
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Tally passes 200

Import model count is on a roll

By John K. Teahen Jr.
Managing Editor

The number of models of imported cars available to U.S. buyers has climbed above the 200 mark.

The annual *Automotive News* tabulation found 216 models in the lineups of the leading imported makes. The figure compares with 199 at this time last year, and it continues a steady, although not uninterrupted, advance over the past several years.

Here are the totals for other recent years:

March, 1983	188
March, 1982	180
March, 1981	181
March, 1980	156
March, 1979	158
March, 1978	150

The 216 models in this year's count are offered by 30 makes. Those makes account for virtually all of the imported cars sold in the U.S.

The 1985 list has four newcomers. Chevrolet Spectrum and Sprint, both from Japan, are new, and so is the Merkur, which Lincoln-Mercury imports from Germany.

Also added to the "leaders" this year is Italy's Maserati. Low volume kept Maserati off the list in the past, but the arrival of the Biturbo coupe has boosted its sales to a higher level.

Toyota leads the imports with 31 models, and Nissan is second with 24.

When it comes to country of origin, it's no contest. There are 127 Japanese models on the U.S. market. West Germany is a distant second with 38, followed by Sweden, 17; France, 14; Italy, 12, and Great Britain, 8.

The domestic makers offer considerably more choices than the imports—291 to 216—but there are similarities in the model mixes. Here are the totals:

	Imports	Domestics
Four-dr. models	85	107
Two-dr. models	95	133
Convertibles	9	13
Four-dr. wagons	27	38
Totals	216	291

Four-door sedans or hatchbacks make up 39 percent of the import total and 37 percent of the domestic. There's also a two-point spread in two-door models, but this time it's the other way around: 44 percent of the import selections are two-doors, compared with 46 percent for the U.S. cars.

Convertibles provide 4 percent of the choices in each group, and station wagons make up 13 percent in each camp.

Some of the imports and some of the domestics call their hatchbacks "three-door" or "five-door" models, but only side doors are counted in this tabulation. The same applies to "five-door" wagons. They're four-doors here.

And Targa-type cars are counted as coupes, not convertibles.

In counting import models, Automotive News uses the same crtiteria as in tabulating U.S. cars. A choice of transmissions (4-speed, 5-speed or automatic) or a choice of engines (gasoline or diesel) does not necessarily constitute a separate model. And vans are excluded from the count for both imports and domestics.

Turbo units are counted separately when they are priced that way. It is felt that they have enough differences in trim, equipment and mechanicals to merit the separate-model designation.

As noted, Toyota (31) and Nissan (24) have the most models among the imports. Following them are Subaru, 16; Mitsubishi, 15; Mazda, 14; Peugeot, 11; Volvo, 11, and Honda, 10.

Totals for other leading import makes are: Mercedes-Benz, 9; BMW, 8; Volkswagen, 8; Audi, 7; Saab, 6; Dodge Colt, 5; Plymouth Colt, 5; Porsche, 5; Rolls-Royce, 5; Ferrari, 4; Alfa Romeo, 3; Jaguar, 3; Maserati, 3; Renault, 3; Spectrum, 2; Isuzu, 2; Bertone, 1; Sprint, 1; Dodge Conquest, 1; Plymouth Conquest,1; Merkur, 1, and Pininfarina, 1.

The U.S.-made models of Honda, Renault and Volkswagen are not included in the import total. The VW Golf and GTI, the Renault Alliance and Encore and the Honda Accord, Accord LX and Accord SEi are counted in the domestic total.

Another dozen import models are excluded from the count because of extremely low volume. For the record, those makes and the models offered are Aston Martin, 4; Bentley, 3; TVR, 2; Lamborghini, 2, and Lotus, 1.

MODELS OFFERED BY LEADING IMPORTS

(As of March 1, 1985)

	4-Door Models	2-Door Models	Convertibles	4-Door Wagons	1985 Totals	(Totals, March 1, 1984)
Alfa Romeo	0	1	2	0	3	(2)
Audi	4	2	0	1	7	(8)
Bertone	0	1	0	0	1	(1)
BMW	5	3	0	0	8	(5)
Chevrolet Spectrum	1	1	0	0	2	(0)
Chevrolet Sprint	0	1	0	0	1	(0)
Colt (Dodge)	3	2	0	0	5	(4)
Colt (Plymouth)	3	2	0	0	5	(4)
Conquest (Dodge)	0	1	0	0	1	(1)
Ferrari	0	2	2	0	4	(4)
Honda*	1	7	0	2	10	(9)
Isuzu	1	1	0	0	2	(3)
Jaguar	2	1	0	0	3	(3)
Maserati**	1	2	0	0	3	(0)
Mazda	5	9	0	0	14	(14)
Mercedes-Benz	5	3	0	1	9	(9)
Mercury Merkur	0	1	0	0	1	(0)
Mitsubishi	5	10	0	0	15	(11)
Nissan	6	15	0	3	24	(24)
Peugeot	7	0	0	4	11	(11)
Pininfarina	0	0	1	0	1	(1)
Porsche	0	4	1	0	5	(5)
Renault*	0	1	0	2	3	(4)
Rolls-Royce	3	1	1	0	5	(4)
Saab	3	3	0	0	6	(6)
Subaru	6	4	0	6	16	(17)
Toyota	12	14	1	4	31	(27)
Volkswagen*	4	2	1	1	8	(11)
Volvo	8	0	0	3	11	(10)
TOTALS	85	95	9	27	216	
Totals (March 1, 1984)	70	96	7	26		(199)

*—U.S. built models of Honda, Renault and Volkswagen are omitted from the import model count, they are included in the U.S.-model tabulation. Those models are Honda Accord, Renault Alliance and Encore and VW Golf and GTI.

**—Maserati was not included among the "leading import makes" in the 1984 tabulation.

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Making the list

The German-made Merkur XR4Ti, above, is one of three new nameplates on the 1985 import list. The other two additions are Chevrolet imports from Japan, the Sprint and Spectrum.

Decision due by June

Volvo ponders new plant

It looks as if AB Volvo is set to build another car factory, for two good reasons. The Swedish auto maker can barely squeeze more production out of its existing facilities; and it has a long waiting-line of would-be customers.

The company's innate conservativeness is personified in the announcement: "Volvo considers new car plant in Uddevalla, Sweden." Its competitors seem dynamic in comparison. Daimler-Benz AG recently commissioned a new factory in Bremen, West Germany. BMW AG is building a car assembly plant in Regensburg, West Germany. Saab-Scania AB plans to increase production in Sweden nearly 50 percent during the next three years.

Volvo management fears the prospect of increasing its production capability beyond the break-even point.

Volvo announced that group income before taxes and allocations in 1984 doubled to SEK 7.63 billion ($830 million) on sales that fell 12 percent to SEK 87.2 billion ($9.5 billion). The sales decline was attributed to a cutback in oil trading and to the fact that two of the group's companies were not consolidated last year. Excluding those areas, sales increased 22 percent over 1983.

Car sales income climbed 20 percent to SEK 30.25 billion ($3.3 billion). Trucks jumped 36 percent to SEK 15.3 billion ($1.67 billion).

The factory Volvo is considering would be able to make 40,000 passenger cars annually on a single-shift basis. It would be a complete facility with body, paint and final assembly areas. Volvo estimates it would employ more than 1,000.

A final decision will be made by June. Planning and construction would take 30 to 40 months, meaning Uddevalla, 55 miles north of group headquarters at Gothenburg, could be operating in 1988.

Total Volvo production last year was 379,500 compared to 372,400 in 1983.

Volvo Car's consolidated sales totaled Fl 1.8 billion ($500 million), up 13 percent from the previous year. Profit climbed about 15 percent to Fl 16 million ($5.5 million).

$300 million ad budget

Toyota jumps for joy

By Joseph Bohn
Marketing Editor

Toyota Motor Sales U.S.A. Inc. gets quite a feeling every time it runs an ad campaign. That's because it has nearly $300 million worth of advertising support to draw on.

At the national level, there's a budget of nearly $100 million. Toyota dealer associations spend another $90 million, according to Robert McCurry, senior vice president in charge of sales, marketing, distribution, public affairs, parts, service and customer relations. Individual dealers spent on average another $125 per vehicle, equal to about $102.8 million based on 822,000 vehicle sales last year.

The multi-tiered approach is important for a marketer like Toyota because its buyer demographics and sales penetration vary widely throughout the U.S. In Los Angeles, for example, where imports account for 55 percent of new-car sales, Toyota is tops; but in Detroit, where import penetration is six percent, Toyota is nowhere near the giant it is on the West Coast.

"So our philosophy is a little different. We try to do what each market can do and can afford," says McCurry, who recently addressed the Adcraft Club of Detroit, in the city where he spent 28 years with Chrysler Corp.

Problems of TV clutter are universal, McCurry says, noting that in the last five years the auto industry produced over 10,000 different commercials. Research by Toyota's agency, Dancer Fitzgerald Sample, revealed that on one weekend, TV stations in Los Angeles ran 855 car-truck commercials—an average of 18 an hour.

That's why Toyota strove so hard to create an identity with its "Oh, what a feeling," jump-for-joy commercials. It's also why the company looks for different ways to say things, as in the new MR2 car ads where fun, not performance, is the key word.

These days Toyota is moving a bit more upscale with cars like Cressida, launched last October in the $15,000-plus luxury sedan market, and MR2, recently introduced as the company's first true sports car for the U.S. market.

James H. Lindsey, chairman of Dancer Fitzgerald Sample's California office and management director on the Toyota account, points to golf sponsorship as a new promotional area for Toyota, which signed pro golfer Lee Trevino as ad spokesman. Golf sponsorships typify the somewhat greater emphasis on top-of-the-line models and older-age buyers the company seeks as it moves upscale, Lindsey says.

Along with the MR2 launch, Toyota is pumping up ad volume on the cargo version of its van this spring. The passenger version has been well received and ad support for it will continue as Toyota seeks to hype up the utilitarian unit. Toyota hopes to sell 20,000 cargo vans this year, but objectives are only that within the limitations of the import-quota agreement.

Still, Toyota continues to sell vehicles like there's no tomorrow. It had a five-day supply of vehicles in inventory in early February. Trucks, as important as ever, are accounting for about 40 percent of Toyota's ad support. Toyota, king of the compact truck market, expects to sell 300,000 in 1985, up from 255,000 last year.

Handcuffed on cars, the Japanese created a new alternative market with compact pickups. Their aggressive merchandising and advertising have made pickups practically the lowest-priced vehicles available, and emphasis on fun and versatility has added to their appeal.

McCurry stresses, however, that a company is perceived as its cars are perceived, and "advertising must consider that, with the company and its products reinforcing each other; but even the best advertising can't save a bad product, and that seems unfair because bad advertising can sure screw up a good product."

Japanese companies are strong marketing companies, which is why their dealers are able to sell their products quicker and at a better profit than their American counterparts, McCurry contends, noting that Japanese management is "from the bottom up," starting with the consumer, moving up through the dealer, then to the company where the bottom-up philosophy continues.

Volvo and Clark work on forming new company

GOTHENBURG, Sweden.—Ongoing negotiations between Volvo BM and Clark Michigan have resulted in a preliminary decision to form a new joint company.

The new concern will be one of the largest in the world for contractor equipment and is expected to have annual sales approaching $1 billion. The joint company will be based in the Netherlands and managing director will be Eric Johansson, now manager of Volvo BM. The final deal is subject to government approval in the countries involved.

Chevy, Rinaldi sign

SHENANDOAH, Pa.—R.V. Rinaldi has signed with Chevrolet for Vito Rinaldi Chevrolet, Inc.

Sixes and sevens

Mercedes sold over 4,000 Class 6 and 7 trucks wholesale and 3,500 were retailed in the U.S. last year.

TRUCK RETAIL SALES BY GROSS VEHICLE WEIGHT GROUP

Year	Truck Retail Sales (Thousands) Domestic (lbs. GVW) 0-14,000	Over 14,000	Imports	Total	Percent Change from Same Period Prior Year Domestic (lbs. GVW) 0-14,000	Over 14,000	Imports	Total
1971	1,679	333	85	2,096				
1972	2,103	383	143	2,629	25.3	15.0	68.2	25.4
1973	2,470	446	233	3,148	17.5	16.4	62.9	19.7
1974	2,109	403	176	2,688	-14.6	-9.6	-24.5	-14.6
1975	1,974	275	229	2,478	-6.4	-31.8	30.1	-7.8
1976	2,663	281	237	3,182	34.9	2.2	3.5	28.4
1977	3,012	341	323	3,675	13.1	21.4	36.3	15.5
1978	3,406	367	336	4,109	13.8	7.6	4.0	11.8
1979	2,636	374	470	3,480	-22.6	1.9	39.9	-15.3
1980	1,735	266	487	2,487	-34.2	-28.9	3.6	-28.5
1981	1,587	222	451	2,260	-8.5	-16.5	-7.4	-9.1
1982	1,968	178	414	2,560	24.0	-20.3	-8.2	13.3
1983	2,477	181	471	3,129	25.9	1.7	13.8	22.2
1984	3,208	267	618	4,093	29.5	47.5	31.2	30.8

NOTE: Domestic sponsored imports included with total imports and excluded from domestic sales. Beginning January 1980 passenger vans previously reported as passenger cars are now included with trucks.
SOURCE: Motor Vehicle Manufacturers Association

U.S. Motor Vehicle and Parts Trade Percent of Total Merchandise Trade, GNP

Year Quarter	Motor Vehicle and Parts Exports Billions of Dollars	% U.S. Total Merchandise Exports	% U.S. Gross National Product	Imports Billions of Dollars	% U.S. Total Merchandise Imports	% U.S. Gross National Product	Motor Vehicle & Parts Trade Deficit (Billions)
1970	4.1	9.5	0.41	5.9	14.7	0.59	1.8
1971	5.0	11.3	0.46	7.9	17.1	0.73	2.9
1972	6.0	12.0	0.51	9.6	17.0	0.80	3.6
1973	7.3	10.2	0.55	11.3	16.0	0.85	4.0
1974	9.3	9.4	0.65	12.4	12.0	0.86	3.1
1975	11.2	10.4	0.72	12.1	12.3	0.78	0.9
1976	12.6	10.9	0.73	16.8	13.6	0.98	4.2
1977	13.7	11.3	0.71	19.4	12.9	1.01	5.7
1978	16.2	11.3	0.75	25.1	14.4	1.16	8.9
1979	18.8	10.3	0.78	26.5	12.6	1.10	7.7
1980	17.9	8.1	0.67	28.0	11.4	1.06	10.1
1981	20.4	8.6	0.68	30.8	11.8	1.04	10.4
1982	17.5	8.2	0.57	34.3	14.1	1.12	16.8
1983	19.3	9.6	0.58	42.0	16.3	1.27	22.7

Quarterly data at seasonally adjusted rates.
SOURCE: "Exports", Statistics Canada and U.S. Department of Commerce, Bureau of Industrial Economics. "Imports", U.S. Department of Commerce, Bureau of the Census.

Imports look for a piece of the action

Muscling in on medium trucks

By Arthur Flax
Assistant Truck Editor

Although domestically built trucks dominate the U.S. medium-duty market, offshore competitors have tried to make inroads. They haven't gotten far.

Offshore truck makers aren't discouraged, however. They look at the more than 90 percent market held by Ford Motor Co., General Motors and International Harvester Co. as a great opportunity.

So far most offshore competition in the medium market has come from Europe, but now Japanese manufacturers are entering the race. Isuzu entered the market with a Class 3 commercial truck sold by its own distributors and a Class 6 truck marketed by Chevrolet and GMC.

In 1984 General Motors sold almost 700 Chevrolet Tiltmaster and 600 GMC Forward trucks built by Isuzu Motors Ltd., Japan. Michael H. Erdman, Chevrolet marketing manager-trucks, projects about 3,000 Tiltmaster sales in 1985. He says, "The reason Chevrolet is importing the truck is simple—we want to get more market share. GM also owns 34.2 percent of Isuzu and wants to take advantage of that connection."

Hino Motors (U.S.A.) Inc., which entered the U.S. market in five southeastern states last year, recently announced plans to expand its distribution network to California, Texas, Louisiana and 10 eastern states from Virginia to Massachussetts.

Mitsubishi Motor Corp. is planning to introduce its Fuso FK/FN Class 6 and 7 diesel trucks in the U.S. this fall through an independent dealer network. To be based in the eastern U.S., the new truck operation expects to sell 3,000 to 5,000 units per year and will run separately from MMC and Chrysler car and light truck channels. Marketing will start in the northeast and gradually expand to the Gulf states.

The company said it is looking for existing commercial truck dealers to carry the Fuso line.

Nissan Diesel America Inc. has set up headquarters in Irving, Tex., but has yet to introduce a commercial truck in the U.S. Nissan manufactures trucks with gross vehicle weights from 20,000 to 100,000 pounds.

The medium-duty market covers Class 4 through 6 trucks, but lighter Class 3 and heavier Class 7 vehicles can overlap into medium-duty applications.

Import truck makers face the tough task of breaking into the predominantly gasoline-powered Class 3-5 market. To cut a swath there, import manufacturers must sell U.S. customers on the advantage of diesels over gasoline engines in the face of easing fuel prices.]

Isuzu slipped into the lighter end of the market with a Class 3 vehicle. Steven M. Allen, vice president and general manager of Isuzu Trucks of America Inc., believes the new KS22, introduced in October, will appeal to many truck customers currently using U.S. van cutaways with cargo boxes. The van-based vehicles, Allen claims, are registered as Class 2 units but have been upgraded to handle Class 3 (10,001-14,000 pounds gvw) loads. Some 10 percent of the Class 2 market and all of Class 3—some 130,000 to 150,000 vehicles—are commercial units, and that's where Isuzu sees an opportunity to sell its KS22.

Allen says, "We see an opportunity because U.S. manufacturers have left the Class 3 to 5 market and there's still demand for those classes." The diesel-powered Isuzu KS is designed like a heavy-duty truck with a reinforced ladder frame. Isuzu has sold about 600 of them to dealers, who have retailed about 200.

Isuzu plans to retail some 4,000 KS trucks in 1985 and 7,000 in 1986. Allen predicts they will have strong demand in air and local freight industries, with about 20 percent of sales going to companies that deliver products to the construction industry.

Isuzu also plans to import other trucks, according to Allen. By the end of 1985, he says, Isuzu expects to market its Class 6 truck now imported by GM. A Chevrolet spokesman says GM has "no problem with that." Chevrolet officials believe a strong dealer body gives their division a marketing edge.

Plans to market an Isuzu heavy-duty truck also are under consideration, but that's at least three years away, Allen says. A Class 8 Isuzu tractor was displayed at the American Trucking Assns. convention last October to position Isuzu as a maker of heavy trucks.

Early this year Isuzu Trucks of America cut its affiliation with American Isuzu Motors Inc., U.S. distributor of Isuzu cars and compact trucks, and is now a direct subsidiary of Isuzu Motors, Japan. The truck firm has franchised about 75 dealers and plans to have about 250 in every region of the U.S. except Alaska by the end of 1985, according to Allen.

Iveco Trucks of North America Inc. is aiming at the Class 3 through 5 market with its Z-Range line of cabover straight trucks. James R. Bostic, president, says, "In recent years there had been no domestic offerings in these classes." Domestic manufacturers left the market, he says, because it became more cost efficient to build Class 2 vehicles on passenger car components and to share components between Class 6-8 vehicles.

The Class 2 through 5 commercial truck market currently supports 150,000 to 160,000 truck sales a year, according to Bostic, who predicts sales in those classes will grow five percent in 1985. He projects 202,000 commercial Class 2-5 sales a year by 1990 compared with 100,000 to 110,000 Class 6 and 7 sales by that time.

Bostic claims the Class 3-5 market is the fastest growing in the industry, saying, "There are three to four million potential customers—the non-industrial backbone of the economy such as auto supplies, florists, linen companies and computer stores."

Iveco's entry has encouraged competition, both domestic and offshore, according to Bostic, who says he welcomes it: "Our worst problems have been brand loyalty and product awareness. You see situations where a buyer says he's always bought Fords, as his father did before him. Iveco has a strong lower-cost-of-ownership story to tell; as the competition fosters greater awareness of alternatives, it'll be impossible to ignore Iveco."

Of the Japanese, Bostic says, "They have size and resources, but there are things our product can do that the Japanese cannot." He says Japanese and U.S. trucks can beat Iveco on initial cost, but Iveco can compete on cost of ownership: "Our truck is more expensive to buy, less to own."

Bostic also sees a change in the way freight is moved that will benefit Iveco. "What we're seeing is a breaking down of larger loads

Continued on Page E-36, Col. 1

Import 1985 model light-duty truck specifications

Make and Model	Dimensions and Capacities: Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Standard Engine: Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Optional Engines
NISSAN-Pickup	101.4	110.8	172.8	187.0	63.4	62.0	4,420-4,660	1,460-	14	13.2	4	2.4/146	2V	103	X	None
King Cab Pickup	110.8	—	187.0	—	63.4	61.2	4,420-4,660	1,460-	14	13.2	4	2.4/146	2V	103	X	None
DODGE-Ram 50	109.4	—	184.6	—	65.0	60.6	4,045-4,520	1,520-1,680	14	18.0	4	2.0/122	2V	90	X	2.6/156,2.3/143(turbo-diesel)
ISUZU-P'up	104.3	117.9	174.4	191.5	63.0	59.3	3,550-4,550	1,035-1,690	14	13.2	4	2.2/137	2V	96	X	2.2/136 (turbo-diesel)
Trooper	104.3	—	174.2	—	65.0	70.1	4,300-	1,222-	15	21.9	4	2.2/137	2V	96	X	2.2/136 (turbo-diesel)
'86 MAZDA-B2000	108.7	117.5	177.6	193.7	65.7	61.9	4,175-	1,400-	14	14.8	4	2.0/122	2V	80		None
MITSUBISHI-Pickup	109.4	—	184.4	—	65.5	57.5	4,045-4,491	1,341-1,612	14	18.0	4	2.0/122	2V	88	X	2.6/156,2.3/143 (turbo-diesel)
Montero	92.5	—	157.3	—	66.1	70.9	4,293-4,338	1,033-	15	15.9	4	2.6/156	2V	106	X	None
TOYOTA—Pickup	103.0	112.2	174.6	186.2	63.8	60.8	4,400-5,500	1,400-2,500	14	17.2	4	2.4/144	2V	103	X	2.4/144 F.I., 2.4/149 (diesel and turbo-diesel)
4 Runner	103.0	—	174.6	—	66.5	66.1	4,800-	700-	15	14.8	4	2.4/144	F.I.	116	X	None
Vans (LE,Deluxe,Cargo)	88.0	—	175.4	—	65.7	70.1	4,480-4,520	1,500-1,680	14	15.9	4	2.0/122	F.I.	90		None
VOLKSWAGEN—Vanagon	96.9	—	179.9	—	72.6	77.2	5,200-	1,578-1,904	14	15.9	4	1.9/117	F.I.	82		None

Continued from Page E-32

into smaller loads—unconsolidating. Just-in-time (shipment of parts to auto makers) is a perfect example. Thinking has become entirely different. It's changing to smaller loads, shipped more frequently."

Iveco trucks are assembled in Italy, but Bostic predicts knocked-down units will be assembled in the U.S. before the end of the decade. "It's all a function of volume," he says. "When we reach a certain critical mass, we'll go to (knocked down) assembly here. The company position is that when annual sales hit 10,000 units, we'll go to fully integrated manufacture."

In 1984 Iveco sold a company-record 3,452 trucks to dealers in the U.S. and retail sales were up 31 percent over 1983. Bostic predicts the company will sell at least 4,000 units in 1985.

Among those fighting for a piece of the heavier Class 6 and 7 truck market are Mercedes-Benz, Volvo and Renault. All three have an established presence in the U.S.—Volvo with Volvo White Truck Corp., Mercedes-Benz with Freightliner Corp. and Renault with controlling interest in Mack Trucks Inc. Officials of all three companies say their targets are U.S. manufacturers, not each other.

Peter Rupp, president and chief executive officer, Mercedes-Benz Truck Co., says, "We watch Renault and Volvo, but if we are to add to our success, we must get into the traditional North American market."

Class 6 and 7 sales are expanding faster than Class 8. In 1984 Class 8 sales were 137,000 units compared with 133,000 in Classes 6 and 7. "It's already close," Rupp says. "In previous years it was predominantly Class 8. We see a crossover."

In 1984 Mercedes sold over 4,000 Class 6 and 7 units wholesale and 3,500 retail. Rupp says sales were inhibited by lack of supply: "In a market of 133,000, that's simply too small. This year our target is 5,000 units."

He adds, "If we can't double our (sales) quantity (to 10,000 units) in four to five years, I should be fired. We've got the force to do it." Mercedes' plan, Rupp says, is to increase its number of truck offerings. The company will introduce the 1525, a 250 horsepower Class 7 tractor, in April.

Mercedes embarked on a product improvement program two-and-a-half years ago to "Americanize" its vehicles, Rupp says. Since then the company has made engine, cab, frame and braking improvements. Rupp claims Mercedes is competitive in spare-parts pricing with U.S. trucks, and has 99 percent parts availability.

Mercedes assembles knocked-down trucks, shipped from Brazil, in Hampton, Va., and uses 16 percent U.S. components. The company is increasing local content in order to respond more quickly to market demand. Also, it is cheaper to add certain parts here, and U.S. assembly with locally built components allows Mercedes to customize its trucks. Rupp says, "We build an integrated truck, but one that is flexible to the U.S. market."

Mack Trucks imports the Renault-built Class 6 and 7 Mid-Liner fully assembled, but it contains U.S. components such as filters, rear axles and transmissions. Selling the Mid-Liner, says Joseph P. Rossetti, Mack Trucks executive vice president-marketing, helps Mack distributors weather the peaks and valleys of the truck market. The Class 6 and 7 market, he notes, has been more stable than Class 8 the past several years.

Mid-Liner customers, Rossetti says, include beverage and fuel haulers, fleets and the pickup-and-delivery market.

Rossetti breaks down the Class 6 and 7 sector into about 66,500 diesel vehicles in a 130,000-unit market. He says Mack had about 8.2 percent of the diesel market, or 5,468 units, in 1984 and about 50 percent of the low-cabover diesel market in Classes 6-7.

He says 1984 medium-duty diesel sales finished about 4,000 units stronger than antcipated. Mack predicts about the same or somewhat better medium-duty sales in 1985. Rossetti says the market probably will support more Class 7 and fewer Class 6 sales in the future, and is undergoing a shift from heavier to lighter Class 8 trucks.

Capitalizing on that trend is Volvo White Truck Corp. Dave Wilson, vice president of marketing, says, "Class 6 is coming off a high in the mid-'70's of 250,000 units. In our perspective, Class 7 is where the action is. As a company, Volvo White has focused on Class 8 and 7. We made a decision not to participate in Class 6."

In Class 7 Volvo sells the low cabover F-6 which Wilson says "fits in with the growth of diesel. We aim the F-6 at segments that really need a truck that has the beef." The F-6 is popular in the food, leasing, retail and wholesale-delivery businesses that Wilson calls "private segments with higher than average mileage." Volvo sold 1,482 F-6 trucks and tractors in 1984 compared to 1,104 in 1983.

Volvo anticipates further growth in Class 7 as the economy expands and the need increases to deliver products from warehouse to retail delivery point. The 12 percent excise tax charged to buyers of trucks over 33,000 pounds and all tractors is also a positive factor for the Class 7 truck market.

Volvo also offers a Class 8 truck, the F-7, as an alternative to Class 7 vehicles. The F-7, sold principally as a tractor, is a dual-purpose unit designed for city and interstate use.

"Typically, a mid-range tractor isn't strong enough to do the job in the city and also have to travel on the interstate," Wilson says." The F-7 competes in Class 7 at a premium price. About 600 were sold last year.

Mercedes' Peter Rupp

"We must get into the traditional North American market."

IMPORT PENETRATION INTO U.S. TRUCK MARKET
(Units in Thousands)

U.S. Truck Retail Sales

Year Quarter	Domestic (lbs. GVW) 0-14,000	14,001-33,000	Over 33,000	Imports From Japan	Total	Total	Share of U.S. Mkt Japan	Total Imports	Domestic Sponsored Imports
1971	1,679	234	99	82	85	2,096	3.9	4.1	
1972	2,103	257	126	142	143	2,629	5.4	5.4	48
1973	2,470	291	155	232	233	3,148	7.4	7.4	93
1974	2,109	255	148	175	176	2,688	6.5	6.6	75
1975	1,974	192	83	228	229	2,478	9.2	9.3	102
1976	2,663	184	97	236	237	3,181	7.4	7.5	100
1977	3,012	200	141	321	323	3,675	8.7	8.8	133
1978	3,406	205	162	334	336	4,109	8.1	8.2	141
1979	2,636	201	173	466	470	3,480	13.4	13.5	226
1980	1,735	149	117	481	487	2,487	19.3	19.6	231
1981	1,587	122	100	444	451	2,260	19.6	20.0	163
1982	1,968	102	76	407	414	2,560	15.9	16.2	99
1983	2,477	99	82	464	471	3,129	14.8	15.1	60
1984	3,208	129	138	608	618	4,093	14.8	15.1	59

NOTE: Domestic sponsored imports included with total imports and excluded from domestic sales. Beginning January 1980 passenger vans previously reported as passenger cars are now included with trucks.
SOURCE: Motor Vehicle Manufacturers Association.

U.S. TRADE IN MOTOR VEHICLE AND PARTS WITH CANADA AND THE WORLD
(Dollars in Billions)

Year Quarter	U.S. Exports To All Countries	To Canada	Percent with Canada	U.S. Imports From all Countries	From Canada	Percent with Canada	Net Exports To All Countries	To Canada	To all Countries Less Canada
1970	4.1	2.9	71.4	5.9	3.5	59.3	-1.8	-0.6	-1.2
1971	5.0	3.8	76.2	7.9	4.5	57.0	-2.9	-0.7	-2.7
1972	6.0	4.5	75.0	9.6	5.3	55.2	-3.6	-0.8	-2.8
1973	7.3	5.7	78.1	11.3	6.0	53.1	-4.0	-0.3	-3.7
1974	9.3	6.8	73.1	12.4	5.6	45.2	-3.1	1.2	-4.3
1975	11.2	7.6	67.9	12.1	5.8	47.9	-0.9	1.8	-2.7
1976	12.6	9.0	71.4	16.8	8.0	47.6	-4.2	1.0	-5.2
1977	13.7	10.3	75.2	19.4	9.3	47.9	-5.7	1.0	-6.7
1978	16.2	11.0	67.9	25.1	10.5	41.8	-8.9	0.5	-9.4
1979	18.8	12.3	65.4	26.5	9.7	36.6	-7.7	2.6	-10.3
1980	17.9	10.6	59.2	28.0	8.8	31.4	-10.1	1.8	-11.9
1981	20.4	12.1	59.3	30.8	10.6	34.4	-10.4	1.5	-11.9
1982	17.5	10.9	62.3	34.3	13.3	38.8	-16.8	-2.4	-14.4
1983	19.3	14.6	75.6	42.0	16.9	40.2	-22.7	-2.3	-20.4

Quarterly data at seasonally adjusted rates.
SOURCE: Statistics Canada and U.S. Department of Commerce, Bureau of the Census.

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CPS DIST. INC. Kansas City, MO (800) 241-2502
RIVERPARK DIST. Elkhart, IN (219) 522-7781
CUSTOM AUDIO DIST. Tucker, GA (404) 353-1300

Who's who in the import world

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American Isuzu Motors, Inc. 2300 Pellissier Place Whittier, Calif. 90601 213/949-0611	Yukio Itagaki President	John E. Reilly SR.VP., Gen. Mgr.	E. Fritz Kern VP., Mkting. Ken Tremayne Adv. Mgr.	**Della Femina Travisano & Partners** 5900 Wilshire Blvd. #1900 Los Angles, Calif. 90036 213/937-8540	John Tripp	**Isuzu Motors, Ltd.** 6-22-10 Minami-oi Shwagawa-Ku Tokyo 140, Japan	Kenjiro Sano Chairman Kazuo Tobiyama President	Hisashi Ogawa Exec. Dir., O'seas Oper.
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Nissan Motor Corp. in U.S.A. 18501 S. Figueroa Carson, Calif. 90248 213/532-3111	Masahiko Zaitsu Chairman Tetsuo Arakawa President	C.P. King Sr.VP., Sales	Robert Kent VP., Mkting. Serv.	**William Esty Co.** 100 E. 42nd St. New York, N.Y., 10017 212/697-1600	George Beech	**Nissan Motor Co., Ltd.** 17-1 Ginza, 6-Chome, Chuo-Ku Tokyo 104, Japan	Katsuji Kawamata Chairman Takashi Ishihara President	
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Yugo America, Inc. 180 Summit Ave. Montvale, N.J. 07645 201/391-8100	Malcolm Bricklin Chairman William Prior President	John Slaven VP. Marketing Stephen Knickerson VP., Sales						

Import Vehicle Television Advertising:

January-September 1983-84

	1983			1984		
	Spot TV	Network TV	Total TV	Spot TV	Network TV	Total TV
Nissan	$30,499,000	$19,067,400	$49,566,400	$33,003,400	$33,880,400	$66,883,800
Toyota	34,999,500	12,803,300	47,802,800	44,366,700	9,405,200	53,771,900
Volkswagen	9,524,700	12,167,000	21,691,700	12,649,500	8,963,100	21,612,600
Mazda	1,568,100	20,152,200	21,720,300	2,091,000	18,365,200	20,456,200
Honda	9,809,900	2,388,700	12,198,600	3,300,000	11,241,500	14,541,500
Subaru	4,146,200	6,958,600	11,104,800	3,859,800	7,248,200	11,108,000
Mercedes-Benz	581,600	6,807,000	7,388,600	73,500	8,306,200	8,379,700
Mitsubishi	8,141,300	.....	8,141,300	7,872,000	.....	7,872,000
BMW	2,585,400	1,488,200	4,073,600	4,710,200	1,920,700	6,630,900
Isuzu	2,338,400	1,735,800	4,074,200	1,490,300	3,199,700	4,690,000
Volvo	1,878,900	225,300	2,104,200	4,056,900	331,700	4,388,600
Peugeot	2,874,600	.....	2,874,600	1,615,400	.....	1,615,400
Saab	361,300	.....	361,300	608,600	.....	608,600
Total	109,308,900	83,793,500	193,102,400	119,697,300	102,861,900	222,559,200

Note: Includes cars and trucks. Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

Imports pass $200 million

TV ad spending climbs

Television advertising spending on imported cars and trucks climbed in the first three quarters of 1984, but not as much as it will if quotas on Japanese cars are lifted this year. A free market for the Japanese would heighten both sales competition and TV ad spending.

In January-September 1984, 13 major importers spent $222.6 million in network and spot TV, up from $193.1 million the previous year. Spot TV continues as the favorite. Importers spent $119.7 million in spot, up from $109.3 million in 1983. Network spending jumped to $102.9 million, up from $83.8 million in 1983.

Nissan and Toyota continued to dominate TV spending, but their use of network versus spot shows a marked difference in approach. Nissan spent its budget almost evenly divided between network and spot while Toyota concentrated mainly on spot advertising.

—Joseph J. Bohn

Gigliotti signs

TROY, N.Y.—A. Andrew Gigliotti has signed with Chevrolet for Action Chevrolet, Inc.

J. D. Power study outlines AutoSegmentation

Auto-phile or auto-phobe?

By Matt De Lorenzo
Los Angeles Reporter

Although demographics are a benchmark tool for marketing, people with similar income, education and age can have different ideas or attitudes about cars. The study of those differences, called pyschographics, is on its way to becoming another important measure in determining car-buying patterns.

In a survey of car owner attitudes, J.D. Power & Assoc. has developed AutoSegmentation, which groups car buyers in six categories based on their perceptions and general feelings toward automobiles. Demographics then are drawn from the sample and interesting patterns can be observed.

The six categories developed by Power are auto-philes, comfort seekers, necessity drivers, sensible centrists, auto-cynics and auto-phobes.

Auto-philes are enthusiasts, likely to service their own cars and are knowledgeable about them.

Comfort seekers also like cars, but prefer larger, more comfortable makes and don't do their own service work.

Necessity drivers are car haters who don't take pleasure in owning or driving one and would just as soon do without.

Sensible centrists—courteous drivers who look for fuel economy and price when buying cars—see vehicles as functional objects and stay away from sporty or flashy types.

Auto-cynics think driving is fun, are fairly knowledgeable about cars, like sporty looks and don't admit to liking any product very much. The group includes independent types, baby boomers and cynical youth.

Auto-phobes generally let others do the driving and are safety concious. They don't necessarily dislike cars, and lean toward large ones.

The three largest groups are auto-philes, representing 24 percent of the sample, sensible-centrists (20 percent) and comfort seekers (17 percent).

According to the *Power Newsletter*, auto-philes have the greatest proportion of males, lowest median income and second-lowest median age. They are among the most likely to own a domestic vehicle and are highest of all groups in purchasing used vehicles, pickups and sport/utility four-by-fours.

Sensible centrists, representing "quintessentially average middle Americans," have the highet median age (49) of any group, second- lowest median income, are more likey to own a four-door sedan and have the largest-size families, and are third most likely (22 percent) to own imports.

Although comfort seekers like cars, they are not very knowledgeable about them. This group is second in median household income at $28,700, first in median purchase-price of cars at $12,900, has the highest percentage of new car purchases and a high level of domestic-vehicle ownership.

In the three smaller groups—auto-cynics, necessity drivers and auto-phobes—import penetration is highest in two: auto-cynics (28 percent) and necessity drivers (29 percent).

Auto-cynics, the youngest group with a median age of 32.8, are most likely to own two-door and sporty vehicles, and a high proportion of vans.

Necessity drivers have the highest educational level (62 percent attended college), and their median income is third highest ($27,-800). They represent only 13 percent of the general automotive population, are likely to live in urban areas and "have the highest incidence of station wagon ownership, as well as ownership of imports and four-cylinder vehicles," according to the study.

Auto-phobes are predominantly women (85 percent), have the highest median household income ($29,200), are most likely to be married and have the highest rate of automatic transmission purchases.

However, the auto-phile, a heavy domestic buyer, may continue to buy up as income increases.

Power concludes that dealers should heed the different attitudes and expectations revealed in the study: "Reading the prospect accurately—and that probably means listening, above all else—is the only way to successfully steer them toward an appropriate choice."

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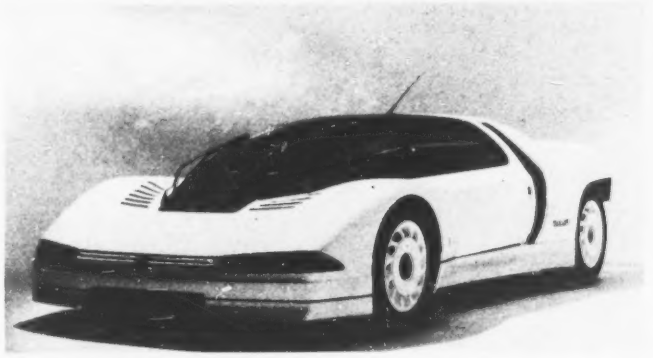
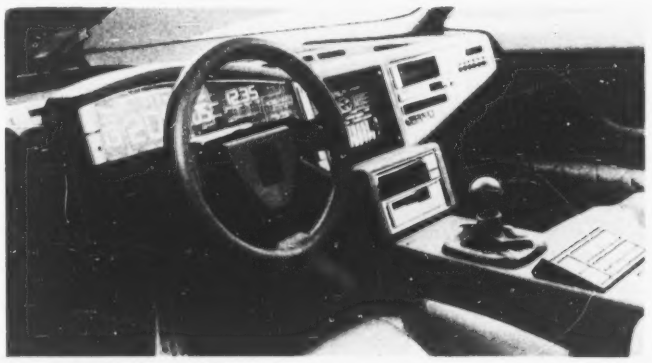
IMPORTED CAR SALES

	12 Mos., 1984	12 Mos., 1983
Alfa Romeo	3,702	3,002
Audi	71,237	47,934
BMW	70,897	59,243
Chevrolet Spectrum	2,077	.....
Chevrolet Sprint	10,927	.....
Dodge Colt	36,560	39,158
Dodge Conquest	3,725	14,024
Dodge Vista	7,805	2,311
Fiat	.....	4,489
Honda	374,819	350,670
Isuzu	17,233	20,731
Jaguar	18,044	15,815
Maserati Biturbo	2,023	.....
Mazda	169,666	173,388
Mercedes-Benz	79,222	73,692
Mitsubishi	39,104	32,755
Nissan	485,298	521,902
Peugeot	20,007	15,241
Plymouth Colt	32,819	34,513
Plymouth Conquest	3,344	11,571
Plymouth Vista	7,465	1,992
Porsche	20,024	21,831
Renault	12,243	33,229
Saab	33,631	26,323
Subaru	157,385	156,840
Toyota	557,981	555,766
Volkswagen	103,479	77,009
Volvo	99,541	88,857
TOTAL	2,440,258	2,382,799



Dreaming on a Quasar

Part dream, part reality, the Peugeot Quasar is a vision of the future anchored in the realities of today's most advanced technologies. Quasar, a concept car making its U.S. debut, uses kevlar and carbon fiber body construction and has a twin-turbo version of the company's 16-valve competition engine.



Ready for takeoff

Created at Peugeot's La Garenne Advanced Research Center, the Quasar is the first Peugeot concept car ever to be publicly displayed. The space-age interior features advanced Clarion electronic instrumentation, navigation system and a component entertainment package.

Sports and autos, a dynamic duo

ESPN auto advertising up

By Joseph Bohn
Marketing Editor

Automotive companies, including importers Nissan, Mazda and Honda, are the biggest category of advertisers on ESPN, the cable sports network.

The network's automotive advertising revenues, while still a modest $8 million in 1984, are growing by leaps and bounds, according to J. William Grimes, president and chief executive officer of ESPN.

Basically, the network's pitch is that it can deliver a more upscale (higher income, better educated) male audience than major networks at half the cost per thousand.

In 1985 it will carry 60 auto racing events, 18 tennis tournaments, 24 live weekend golf tournaments and a raft of college football, basketball and other specialized sporting events.

Looking ahead, Grimes believes ESPN will be economically sound enough to make an attractive proposal to the National Football League for a cable game of the week in 1987 when NFL contracts with the three networks expire. He also believes, because of parent ABC's deal for exclusive television rights to the 1988 Olympic Games, that ESPN will be able to bring some live action coverage to its subscribers.

In July ESPN will carry 168 hours of re-edited 1984 Olympic Games, and will start a new 13-week live bowling series.

Generally, auto companies like that kind of sports programming. As the number of cable subscribers and viewing audiences has grown, so has automotive participation.

Cable is now in 38 million homes, up from 28 million in 1982, Grimes says. Basic cable's share of cable viewing has increased to 13 percent on a weekly basis from eight percent two years ago, and advertising has jumped to $470 million the past two years, a 135 percent increase.

Household viewing averages 437 minutes a week per cable home, according to Grimes. He acknowledges there are some clouds on the horizon. One is the problem of getting additional cities like Detroit wired for cable. He points to Pittsburgh as a recent example of how renegotiations can resolve that problem.

He also notes an alarming increase of sports programming on TV, which tends to fragment audiences. However, CBS and ABC reductions in what they were willing to pay for college football last year is the harbinger of a positive trend, Grimes believes.

As the supply of sports programming increases and demand for individual programs decreases, the cost of telecast rights will level off. This will benefit sports programmers, advertisers and viewers alike.

Grimes says the issue of declining sports popularity is debatable. A *USA Today* poll of college football viewers, for example, shows 60 percent were "very" or "somewhat" satisfied with viewing the games, and a Nielsen rating indicates viewing of college football games increased from 15 million in the fall of 1983 to 16 million last fall.

New Honda deal

MURRAY, Utah.—Ground has been broken here for Heritage Honda. The 40,000-square-foot facility will open in the summer.

factories list auction dates

American Motors

March 12—Aptco Auto Auction, Taylor, Mich.

March 13—Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City, and Southern Auto Auction, Warehouse Point, Conn.

March 14—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

March 15—St. Louis Auto Auction, Bridgeton, Mo.

March 19—High Point Auto Auction, High Point, N.C.; D-A Auto Auction, New Stanton, Pa.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

March 21—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

March 26—Aptco Auto Auction, Taylor, Mich.

March 27—Kansas City Auto Auction, Kansas City, and Southern Auto Auction, Warehouse Point, Conn.

March 28—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

March 12—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and NuCar Prep System, Santa Fe Springs, Calif.

March 13—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

March 14—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago, and 166 Auto

Continued on Page 39, Col. 4

Used Car Sales
Auction Averages

March to date	$4,835
Month ago	$4,699
Year ago	$5,178

Model Breakdown
Auction Averages

	MAR. 1985	FEB. 1985	JAN. 1985
1985 ...	$14,385	$14,691	$11,375
1984 ...	$8,889	$8,850	$8,726
1983 ...	$6,106	$6,171	$5,978
1982 ...	$5,241	$5,185	$5,343
1981 ...	$4,129	$4,049	$4,350
1980 ...	$3,390	$3,301	$3,600
1979 ...	$2,776	$2,742	$2,771
1978 ...	$1,937	$1,907	$2,117
Overall Average	$4,835	$4,782	$4,992

used-car auction directory

Display Rates: $75.50 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $23.75; 13 times, $22.00; 26 times, $20.00; 52 times. $16.75. For Frequency Display Rates contact Want Ad Dept., Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

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NEW-CAR BUYER DEMOGRAPHICS

	% Male	Median Age Years	% Married	Median Household Income	% Two Full-Time Wage-Earners	Median Price Paid
Domestic	**59**	**46**	**65**	**$35,310**	**29**	**$11,467**
AMC/Renault	50	35	64	31,496	34	8,260
Buick	60	52	72	38,955	25	12,485
Cadillac	70	59	79	57,702	21	21,773
Chevrolet	56	41	65	33,423	31	10,466
Chrysler	60	50	70	38,861	30	13,392
Dodge	59	40	62	31,795	30	9,710
Ford	58	43	65	30,222	30	9,553
Lincoln	67	57	76	63,427	23	23,381
Mercury	57	51	70	35,406	27	11,966
Oldsmobile	63	51	72	37,339	29	12,517
Plymouth	59	42	68	30,322	27	8,817
Pontiac	56	38	61	34,070	31	11,682
Japanese	**57**	**35**	**59**	**$37,480**	**36**	**$10,102**
Honda	56	34	58	37,477	36	10,092
Isuzu	58	35	58	40,715	38	11,333
Mazda	59	33	49	34,853	30	11,127
Mitsubishi	62	33	52	38,031	38	9,984
Nissan	56	36	61	37,808	35	9,781
Subaru	59	35	66	34,591	44	9,360
Toyota	59	37	60	38,798	36	10,280
European	**66**	**37**	**68**	**$57,570**	**35**	**$17,500**
Audi	67	40	73	62,918	38	18,422
BMW	65	35	58	61,030	45	18,780
Jaguar	64	44	80	100,000+	28	33,520
Mercedes-Benz	68	46	76	87,501	29	28,904
Porsche	78	36	62	81,251	32	26,118
Saab	62	35	62	53,001	37	15,000
Volkswagen	66	32	55	36,754	37	9,529
Volvo	65	37	75	51,393	36	15,202

Source: J. D. Power Assoc. "1984 New-Car Buyer Survey"

Used-car auction directory

MISSOURI

Floyd Hauhe Auto Auction & Recon Ctr.— Fleet & Lease car spec. — Nationwide pickup. 314-739-1300. 12000 St. Charles Rd., Bridgeton, St. Louis, MO 63044.

WASHINGTON

South Seattle Auto Auction. The Lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P. O. Box 5189, Kent, Washington 98064.

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(Near Toronto)
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Wednesday Auto Auction. Exit 49 on I-270, Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

OHIO

Ohio Auto Auction. The Tuesday Sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771.

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PENNSYLVANIA

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TEXAS

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Two separate markets, research firm says

Import-U.S. buyer profiles steady

By Matt De Lorenzo
Los Angeles Reporter

Despite strong domestic-car sales and limits placed on Japanese imports, differences in buyer demographics have not narrowed between import and U.S.car buyers, according to a market research firm that suggests there are two separate car markets—import and domestic.

Even though Detroit has introduced products designed to appeal to young upscale buyers, J.D. Power & Associates has found "there is still a full 11-year difference between the median ages of domestic-car buyers (46 years old) and Japanese-car buyers (35 years old) and a nine-year difference between the median ages of domestic and European-car buyers (37 years old)."

The study also found that 41percent of domestic-car buyers are over 50 years old compared with 21 percent of import buyers.

The gap also extends to income. Buyers of Japanese imports have a median income of $37,480 compared with $35,310 for domestic-make buyers. However, those numbers pale in comparison with the figure for European-import buyers who have a median income of $57,570 and paid a median price of $17,500 for their cars.

Power said these demographics have changed little in relation to each other over the past four years. Although car prices and income levels are higher than in 1981, relative positions between the groups have remained stable. Since the majority of cars sold in the U.S. are domestics, their demographics are likely to be closer to the total industry norm; but imports have a decided edge in the youth market that Detroit would like to crack into.

Regarding that, Power said,"There is little brand loyalty in the marketplace, and Japanese-car buyers have the least of all. So there is an opportunity to put some of those buyers into domestic cars."

But the toughest sell, Power said, will be precisely those Detroit wants most—the more educated and affluent, who tend to be less favorable about buying American.

"An even tougher sell may be going after upscale professionals who have purchased a European import," Power said. "For example, putting a BMW enthusiast/owner into a domestic car promises to be extremely difficult if the perception has long existed that there is no domestic car comparable to a BMW."

Demographics of BMW buyers are the cream of the crop with a median age of 35 and median household income of $61,000.

Said Power: "Realistically, domestic manufacturers and their dealers probably should focus less on winning back import owners—at least in the near term—and concentrate instead on the buyer who might have been headed in an import direction. The message for the import side is that the domestics will be actively pursuing this market with more-competitive products, and competition could heat up several years out."

4WD sales in Japan rise 40 pct.; midgets pace gain

TOKYO.—Sales of four-wheel-drive vehicles increased 40 percent in Japan last year. However, almost all the growth was for the tiny 550-cc midget vans and trucks.

This year, a different situation is expected as a number of makers, led by Nissan and Toyota, introduce 4WD passenger cars aimed at the sporty end of the market.

Registrations in the midget class amounted to 298,000 units, up 32 percent over 1983. The biggest selling 4WD vehicle was the Suzuki Carry van and truck with 60,000 units, ahead of the Subaru Sambar van/truck with 55,000. Next came Daihatsu's van/truck with 48,000 sales.

Among passenger cars, Subaru's 1600/1800 continued its position as the best-selling 4WD with 21,000 registrations against 19,000 for its 550-cc Rex and 17,-500 for the Toyota Tercel 4WD.

The little Subaru J-10 accounted for 16,900 sales in 4WD form, and the Subaru Domingo forward-control 1,000-cc van was next with 11,900 sales, just ahead of the Suzuki Alto 550-cc hatchback at 11,000 units.

Overall, Subaru sold 124,400 4WD units; Suzuki sold 86,800, and Mitsubishi and Daihatsu both sold more than 57,000. Honda sold 47,000 units, almost all of which were 550-cc vans and trucks, while Toyota sold 33,000.

Peugeot expands dealer ad groups, 'lifestyle' series

LYNDHURST, N.J.—Peugeot Motors of America will refine its advertising campaign this model year, with increased exposure in upscale magazines and greater use of the company's new dealer advertising groups.

"Upscale magazines have produced very well for Peugeot and are most efficient in reaching our target audiences," said John DeWitt, Peugeot national advertising manager. "We will build on that success and the success of our lifestyle themes by increasing our exposure in lifestyle magazines during the coming year."

The company's dealer ad groups, formed last year, will be expanded, Peugeot said.

"Peugeot created a cooperative advertising program to enable dealers to capitalize on our national effort with a complementary local one, and we encouraged the development of dealer groups so they could make maximum use of the available co-op dollars," DeWitt said. "The yield to dealers has been very high, and we will continue in that direction."

Dealer groups in Houston, Chicago, Los Angeles and Boston are using about 80 percent of their available co-op funds, Peugeot said. The development of dealer groups in other local areas with strong growth potential will be considered in the coming months, the importer said.

Peugeot's lifestyle campaign, now in its second year, was created by Ogilvy & Mather.

Hughes named partner in Toyota dealership

ANGLETON, Tex.—Roger D. Hughes, formerly general manger of Jack Whittemore Toyota here, has become vice president and partner in the dealership.

Before coming to the Angleton dealership, Hughes was president of Roger Hughes Chevrolet-Olds, Elwood, Ind.

NEW-CAR INTENDERS VS. 1984 BUYERS

	Total Population		1984 New-Car Buyers			
	Driving-Age Public	New-Car Intenders	Total Industry	Domestic	European	Japanese
Male	42%	53%	59%	59%	66%	57%
Median Age	44 Yrs.	44 Yrs.	43 Yrs.	46 Yrs.	37 Yrs.	35 Yrs.
Married	58%	53%	66%	68%	68%	59%
Median House. Income	$22,400	$29,380	$36,450	$35,450	$57,570	$37,480
College Grad.	27%	41%	38%	33%	63%	52%

Source: J. D. Power Asso. "1984 New-Car Buyer Survey."

factories list auction dates

Continued from Page 38

Auction, Springfield, Mo.

Ford Motor Co.

March 13—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass., and Southwest Auto Auction, Phoenix.

March 14—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas, and Denver Auto Auction, Englewood, Colo.

March 20—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

March 21—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

March 22—Big H Auto Auction, Houston.

March 27—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

March 28—St. Louis Auto Auction, Bridgeton, Mo.

General Motors

March 13—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana Calif.

March 14—166 Auto Auction, Springfield, Mo., and Nashville Auto Auction, Nashville.

March 19—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

March 20—Metro Auto Auction, Kansas City, Mo.

March 21—Indianapolis Auto Auction, Indianapolis, and Southwest Auto Auction, Phoenix.

March 27—Brasher's Salt Lake Auto Auction, Salt Lake City, and Clanton's Auto Auction, Darlington, S.C.

March 28—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Offshore assembly remains a possibility

Chrysler shoots for 'Saturn' car

Continued from Page 2

close to the program, Chrysler now is planning a car with a conventional sheet-metal structure, assembled with a variation of the so-called "modular" technique.

Large subcomponents would be fabricated by outside manufacturers and brought to a central assembly site. Earlier, Chrysler was considering an integrated plant that could form a molded composite chassis. One side effect of the modular technique is that it allows the subcomponents to be assembled at various sites, including offshore.

Chrysler executives recently left for a tour of the Far East, including Japan and Korea, and their agenda reportedly includes discussion with Korean officials about a small-car plant for Samsung, Chrysler's proposed Korean source for small cars.

Domestic car companies have been working on a trilogy of such advanced small-car programs—GM's Saturn project, Ford's so-called Alpha program and Chrysler's Concept 90 (some sources indicate the program now is referred to internally as the "Liberty project").

Although only GM's Saturn so far has made the Phil Donahue Show, reflecting a highly unusual public interest in such advanced-concept programs, Ford, Chrysler and GM are in a near dead heat in terms of getting such a low-cost car into production.

GM in fact, which is attempting organizational changes simultaneously with its car development project, may well be behind Chrysler today in terms of finalizing its Saturn car in production form, according to sources close to the program.

Each project car is a test bed of advanced manufacturing technology, and many are viewing the success of the cars as a final test of the U.S. as a competitive manufacturing base.

While the three programs resemble each other, they also reflect significant differences in approach.

GM's complex, multi-plant sourcing structure has caused the corporation to place emphasis on the costs associated with in-house components. GM also hopes its Saturn car will allow it to cut business costs, such as the cost of dealer repairs, by developing a car that could be serviced in modules by the factory.

Ford's Alpha project is reportedly a cost-review of a 1990 Escort-sized car, with manufacturing costs reduced by a combination of automated manufacturing techniques, worldwide volume and offshore engineering.

Ironically, Ford's program is likely to be a U.S.-assembled car built from offshore components. The most prominent plan at Chrysler today is a kind of mirror image, with subcomponents coming from suppliers in the U.S.

AMC to fight GM lawsuit on 4WD patents

DETROIT.—American Motors, sued by General Motors for patent infringement in federal court here, said it will vigorously defend itself.

The suit involves on-the-fly shifting from two-wheel drive to four-wheel drive and vice versa. GM said its system is covered by patents issued in 1982 and 1983. It has not been able to reach a licensing agreement with AMC, the company said.

GM contends AMC induced its supplier, Dana Corp., to copy GM devices in making 4WD mechanismns for Jeeps and Eagles.

AMC said it is studying the GM complaint and will respond in due course. It said its initial reaction is that there are serious issues of validity of the GM patents and their application to AMC products. It said it intends to defend itself.

February sales down a fraction from last year

Continued from Page 6

percent from 25.22 percent, and Honda was up to 2.07 percent from 1.59 percent. GM slipped to 53.71 percent from 57.08 percent, AMC dropped to 1.56 percent from 2.82 percent and VW stopped at 0.97 percent, down from 1.01 percent a year earlier.

Domestic-make sales were a mixed bag of pluses and minuses in February. The three Chrysler makes were up: Plymouth, up 42.39 percent; Chrysler, up 3.73 percent, and Dodge, up 34.16 percent. Ford was up 0.77 percent, Mercury was off 5.51 percent and Lincoln was up 28.69 percent.

Buick notched record sales for the second consecutive month in February, beating out the former record from 1984 by a scant 309 units. Cadillac was off 15.48 percent, Chevrolet was down 3.02 percent, Oldsmobile dropped 18.31 percent and Pontiac was down 3.94 percent.

American Motors' AMC sales were down 34.76 percent and Renault was down 46.37 percent. VW dropped 6.28 percent but Honda was up 28.10 percent.

February import sales included records for Jaguar, BMW, Saab and Volvo and increases for Nissan and Toyota. Toyota was up 8.23 percent; Nissan, 4.10 percent; Jaguar, 37.77 percent; BMW, 17.09 percent; Saab, 9.35 percent, and Volvo, 2.63 percent.

Audi sales were down for the month by 13.20 percent. Honda was down 7.43 percent; Mercedes-Benz, 0.50 percent; Subaru, 6.75 percent, and Volkswagen, 11.41 percent.

Imports expanded to 23.05 percent of the total February market from 22.14 percent the previous year. U.S. intermediates had 26.26 percent this year; compacts, 17.39 percent; subcompacts, 15.82 percent; standards, 9.68 percent, and luxury models, 7.80 percent.

Excluding imports, the February, 1985, market was comprised of 34.12 percent intermediates, 22.60 percent compacts, 20.56 percent subcompacts, 12.58 percent standards and 10.14 percent luxury cars.

Late-February domestic sales of 251,335 were best for that period since 1973, when 282,530 deliveries were reported. Chrysler was up 40.97 percent and earned 16.94 percent of the market. Ford was up 8.27 percent and had 26.11 percent of the total. GM was down 7.76 percent with 51.17 percent. Honda was up 16.46 percent and had 2.60 percent. AMC was down 45.80 percent with 1.90 percent of the total and VW dropped 7.86 percent and had 1.28 percent.

A year earlier, market shares were: Intermediates, 26.56 percent; compacts, 18.24 percent; subcompacts, 14.85 percent; standards, 10.28 percent; luxuries, 7.93 percent, and imports, 22.14 percent.

U.S. CAR SALES BY MARKETING UNITS

	Feb., 1985	Feb., 1984	2 Mos., 1985	2 Mos., 1984
Chevrolet	122,698	121,675	256,773	236,004
Ford	109,155	108,320	209,672	201,869
Oldsmobile	79,125	96,856	167,268	185,241
Buick	72,560	72,251	142,438	140,801
Toyota	43,161	39,879	86,113	79,871
Pontiac	55,537	57,813	108,938	107,225
Nissan	36,493	35,056	78,923	72,092
Mercury	42,950	45,184	80,675	81,015
Honda	42,952	42,403	92,256	86,312
Dodge	44,229	33,865	80,708	64,411
Plymouth	38,250	27,652	69,454	54,101
Cadillac	21,397	25,315	42,890	49,318
Chrysler	26,446	25,495	51,592	47,151
AMC/Renault	10,774	19,263	21,590	34,845
Mazda	14,163	12,259	26,242	25,494
Volkswagen of America	19,159	23,378	40,281	46,176
Subaru	12,518	13,424	23,919	26,874
Lincoln	15,013	11,666	27,669	21,508
Volvo	8,317	8,104	18,245	17,496
Mercedes-Benz	6,226	6,256	12,146	12,637
BMW	6,138	5,242	11,577	9,505
Mitsubishi	2,466	3,250	5,698	6,583
Saab	2,655	2,428	5,545	5,136
Isuzu	1,849	1,453	4,262	2,655
Jaguar	1,419	1,030	2,268	2,085
Peugeot	1,130	1,507	2,169	3,019
Alfa Romeo	252	210	637	368
Maserati Biturbo	75	——	226	——
Porsche*	1,500	——	3,482	——
TOTAL	838,607	841,234	1,673,656	1,609,792

*—Estimate
Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi, and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984.

IMPORTED CAR SALES

	Feb., 1985	Feb., 1984	2 Mos., 1985	2 Mos., 1984
Alfa Romeo	252	210	637	368
Audi	4,715	5,432	10,086	10,662
BMW	6,138	5,242	11,577	9,505
Chevrolet Spectrum	3,341	——	6,089	——
Chevrolet Sprint	1,360	——	2,822	——
Dodge Colt	2,618	2,676	5,570	6,370
Dodge Conquest	208	397	462	835
Dodge Vista	654	419	1,311	1,135
Honda	29,610	31,988	65,548	67,250
Isuzu	1,849	1,453	4,262	2,655
Jaguar	1,419	1,030	2,268	2,085
Maserati Biturbo	75	——	226	——
Mazda	14,163	12,259	26,242	25,494
Mercedes-Benz	6,226	6,256	12,146	12,637
Mercury Merkur	256	——	392	——
Mitsubishi	2,466	3,250	5,698	6,583
Nissan	36,493	35,056	78,923	72,092
Peugeot	1,130	1,507	2,169	3,019
Plymouth Colt	2,415	2,317	5,328	5,710
Plymouth Conquest	186	379	396	750
Plymouth Vista	682	399	1,301	1,047
Porsche*	1,500	2,027	3,482	3,952
Renault	675	821	1,504	2,132
Saab	2,655	2,428	5,545	5,136
Subaru	12,518	13,424	23,919	26,874
Toyota	43,161	39,879	86,113	79,871
Volkswagen	8,208	9,265	18,077	17,689
Volvo	8,317	8,104	18,245	17,496
TOTAL	193,290	186,218	400,302	381,347

*—Estimate.

DOMESTIC CAR SALES

	Feb 21 to Feb. 28, 1985	Same Period, 1984	Feb., 1985	Same Month, 1984	Feb 21 to Feb. 29, 1984	Same Period, 1984
Alliance		——	5,616	9,700	11,250	17,180
Encore		——	3,312	6,947	6,287	11,790
Total Renault		——	8,928	16,647	17,537	28,970
Eagle		——	1,171	1,795	2,549	3,743
Total AMC		——	1,171	1,795	2,549	3,743
AMERICAN MOTORS	4,779	8,717	10,099	18,442	20,086	32,713
Horizon	5,107	2,648	12,524	6,949	19,701	13,178
Turismo	2,877	1,473	7,377	3,735	11,133	6,712
Reliant	4,223	5,009	10,295	12,771	22,510	24,969
Caravelle	1,179	——	3,065	——	6,019	——
Plymouth	777	432	1,706	1,102	3,066	1,745
Total Plymouth	14,163	9,562	34,967	24,557	62,429	46,594
Laser	2,637	1,432	5,162	4,634	8,618	8,581
LeBaron K	2,884	2,984	6,903	7,964	13,823	14,322
LeBaron GTS	1,242	——	3,096	——	6,247	——
Cordoba	——	——	——	39	——	124
Fifth Avenue	2,610	2,113	6,993	5,658	14,283	10,472
E-Class	1,863	2,542	4,292	2,665	8,621	5,213
New Yorker	——	1,660	——	4,535	——	8,439
Total Chrysler	11,236	9,071	26,446	25,495	51,592	47,151
Omni	4,025	2,104	9,695	5,536	15,653	11,050
Charger	3,036	1,822	7,649	4,532	11,862	7,891
Daytona	2,588	1,249	4,738	3,605	7,857	6,826
Aries	3,561	3,974	8,809	10,661	18,770	19,658
Lancer	902	——	2,628	——	4,898	——
Dodge 400-600	——	776	——	1,878	——	3,297
Diplomat	1,136	469	2,637	1,114	5,434	1,654
Mirada	——	——	——	91	——	250
Dodge 600	1,916	1,163	4,593	2,956	8,927	5,445
Total Dodge	17,164	11,559	40,749	30,373	73,401	56,071
CHRYSLER CORP.	42,563	30,192	102,162	80,425	187,422	149,816
EXP	1,142	801	2,932	2,142	5,841	3,550
Escort	10,383	10,356	29,539	26,143	58,540	53,531
Mustang	4,686	3,957	12,711	12,371	25,693	22,932
Tempo	12,549	9,194	25,874	22,567	45,735	42,233
Thunderbird	4,148	5,662	10,831	14,217	21,813	26,025
LTD	5,546	5,707	14,644	15,617	28,544	29,983
Crown Victoria	4,926	4,794	12,624	13,263	23,506	23,615
Total Ford Division	43,380	40,471	109,155	106,320	209,672	201,869
Lynx	2,112	2,000	6,276	5,546	11,889	10,485
Topaz	3,295	2,463	7,063	6,385	12,739	11,779
Cougar	3,488	3,886	9,308	10,658	17,907	18,500
Capri	485	617	1,360	2,057	2,641	3,783
Marquis	2,916	3,072	8,031	8,626	14,811	15,901
Grand Marquis	4,406	4,074	10,656	11,912	20,296	20,567
Total Mercury	16,702	16,112	42,694	45,184	80,283	81,015
Continental	1,083	613	3,215	1,829	6,330	3,555
Lincoln	3,604	2,365	9,528	6,540	17,439	10,148
Mark VII	867	1,060	2,270	3,297	3,900	7,805
Total Lincoln	5,554	4,038	15,013	11,666	27,669	21,508
Total L-M Division	22,256	20,150	57,707	56,850	107,952	102,523
FORD MOTOR	65,636	60,621	166,862	165,170	317,624	304,392
Skyhawk	3,001	3,826	6,972	7,943	13,579	14,427
Skylark	4,056	3,654	10,049	7,930	18,702	15,069
Somerset Regal	3,285	——	7,001	——	14,522	——
Century	7,020	7,631	17,596	15,560	34,138	30,651
Regal	3,093	7,689	8,699	16,948	17,677	33,046
LeSabre	4,901	5,951	12,318	13,184	25,243	25,752
Electra	2,763	2,832	5,305	6,277	9,704	12,953
Riviera	2,034	2,045	4,620	4,409	8,873	8,903
Total Buick	30,153	33,628	72,560	72,251	142,438	140,801
Cimarron	526	493	1,376	1,699	2,466	3,277
Seville	744	960	2,105	2,977	4,470	5,730
Cadillac	4,529	4,689	13,211	14,809	26,247	29,141
Eldorado	1,706	1,828	4,705	5,830	9,707	11,170
Total Cadillac	7,505	7,970	21,397	25,315	42,890	49,318
Chevette	3,482	5,369	10,136	14,480	23,874	29,728
Cavalier	10,136	9,960	26,745	26,499	61,892	51,892
Citation	2,562	2,044	6,163	5,218	12,501	11,231
Camaro	5,812	6,145	15,475	16,769	32,712	29,748
Celebrity	8,816	9,633	25,682	24,373	52,127	46,879
Monte Carlo	3,346	4,651	8,936	11,798	17,003	22,777
Chevrolet	7,508	7,875	20,242	19,948	42,105	39,371
Corvette	1,106	958	2,618	2,590	5,648	4,808
Total Chevrolet	42,768	46,635	117,997	121,675	247,862	236,004
Firenza	1,290	1,483	3,691	4,871	9,439	9,030
Omega	0	1,140	0	3,837	0	7,080
Calais	2,921	——	8,142	——	16,585	——
Cutlass Ciera	7,948	6,433	24,575	20,235	49,739	39,493
Cutlass Supreme	5,229	11,059	15,516	33,622	34,137	61,980
Olds 88	5,778	7,321	16,336	21,752	34,476	41,541
Olds 98	3,076	2,863	8,170	9,261	16,648	19,540
Toronado	902	1,176	2,595	3,278	6,244	6,577
Total Oldsmobile	27,144	31,475	79,125	96,856	167,268	185,241
Fiero	2,715	2,843	6,362	9,692	11,846	17,735
1000	640	774	1,797	2,199	3,826	4,341
Sunbird	3,027	3,177	8,137	8,512	16,002	16,278
Phoenix	41	317	41	1,038	896	2,166
Firebird	2,798	3,090	7,284	8,685	14,265	15,241
Grand Am	2,693	00	7,451	——	14,922	——
6000	4,053	3,853	10,818	10,735	20,610	19,750
Bonneville	1,571	2,199	4,414	6,593	8,165	12,067
Grand Prix	1,730	2,149	4,582	6,288	8,634	11,878
Parisienne	1,777	1,329	4,651	4,071	9,772	7,729
Total Pontiac	21,045	19,731	55,537	57,813	108,938	107,225
GENERAL MOTORS	128,615	139,439	346,616	373,910	709,396	718,589
VOLKSWAGEN	3,212	3,486	6,236	6,654	12,118	13,873
HONDA	6,530	5,607	13,342	10,415	26,708	19,062
DOMESTIC TOTAL	251,335	248,062	645,317	655,016	1,273,354	1,238,445
IMPORT TOTAL	——	——	193,290	186,218	400,302	381,347
INDUSTRY TOTAL	——	——	838,607	841,234	1,673,656	1,609,792

•AMC does not provide 10-day nameplate sales.

Plan involves purchasing, production, imports, products

Chrysler charts post-VRA program

Continued from Page 1

will be visiting those nations in April to explore Chrysler's options.

Chrysler's total capital spending budget remains firm at $2.8 billion for 1985 and $10.5 billion for the next five years, but more of the budget will be shifted into larger cars, Iacocca said.

Beginning in 18 months, Chrysler will introduce a new luxury model every six months. Included in the "new upscale product" will be a new Imperial model, new V-6 engines, new Maserati products and new turbochargers.

Although Chrysler's new marketing strategy made it clear that the decision to let the VRA expire on March 31 will have profound ramifications for the North America car business, there was no clear consensus elsewhere on exactly what those ramifications might entail. Special interest groups, labor and their political allies were quick to denounce the decision.

UAW President Owen Bieber called the VRA termination "a severe blow to the recovering U.S. vehicle industry and especially the 2.5 million Americans and their families" whose livelihoods depend directly on a healthy auto sector.

"No less than our middle-class standard of living is at stake as America's best jobs are allowed to shift overseas," Bieber said.

Bieber, who sits on the Chrysler board of directors, was present at the meeting last Thursday when the new strategy was approved.

Following the meeting, he called the Chrysler plan a "disturbing aftershock" of the Reagan Administration decision. He called upon Congress to take action to avoid "the beginning of the end of small-car production in the U.S."

At the other auto companies, corporate officials quickly and succinctly expressed opinions on the decision, but the marketing people who must sell cars if the floodgates open were more measured in their responses.

"We have a number of scenarios but they are all in the what-if category," a Chevrolet spokesman said. "We won't know exactly what we're going to do until we see how it all shakes out and how many more cars will really be coming here from Japan."

Chevrolet, of course, plans to import up to 300,000 Japanese-built cars a year and sell them in Chevrolet dealerships. Its position in the post-VRA market could well improve if its Japanese partners Isuzu and Suzuki are allowed by the Japanese Government to increase shipments.

The General Motors corporate response said President Reagan acted "responsibly" and that "the time has come to return to free trade." At the same time, GM urged Japan to "end the non-tariff barriers that restrict access to Japanese markets."

As soon as the Reagan Administration decision was announced, Marvin Stucky, American Motors governmental affairs vice president, called the decision "unfortunate." He said the dollar/yen situation remains unchecked.

"The trade deficit will rise, and U.S. jobs will be exported to Japan," Stucky said. "It's just that simple."

Joseph E. Cappy, AMC group vice president—sales and marketing, will try to prevent that from happening.

"We're going to keep the fire going on what we've been doing," Cappy said. "We really don't know yet how many more Japanese cars will be coming, and we really don't know what the market saturation point is for Japanese cars in any one segment."

Cappy said once the saturation point is reached, dealers who sell Japanese makes will be forced to eliminate premium markups and "will have to do the same things the rest of us have been doing."

As a means of comparison, Cappy pointed to the light-truck market, where the VRA had no effect.

Ford Motor Co. Chairman Donald E. Petersen said his company was "disappointed" in the decision and said jobs would be created in Japan instead of in the U.S.

"Ending the Japanese export restrictions means that the rules have changed and we shall have to assess our options," Petersen said.

Ford and Lincoln-Mercury divisions declined to comment on what those options might be.

Volkswagen and Honda, which have built plants in the U.S., took no position on the propriety of the VRA decision, although spokesmen for both companies said they believed it would eventually mean more competition and likely price-cutting in the "low end" of the market.

Honda said its Accord sales would probably "increase gradually but not spurt." Roughly half of the Accord models sold in the U.S. are built at Honda's plant in Marysville, O..

Volkswagen said it has developed a number of "ways to approach" the expected increase in competition and the anticipated price-cutting, without necessarily slashing its own prices.

Reaction elsewhere was more predictable. Senator Donald M. Riegle, Michigan Democrat, called the decision a "serious mistake." He said ending VRA could add "$30 billion to the federal budget deficit and over $100 million to the trade deficit."

Rep. John D. Dingell, Michigan Democrat, said the Reagan Administration decision "shows ignorance of the unfairness of our current situation."

In January, Dingell and 31 cosponsors introduced a "Made in America" bill, which Dingell said was designed to prevent or remedy injury caused by auto imports to the nation's economy, the domestic industry and its suppliers.

The bill calls for the Secretary of Commerce to determine annually how many total cars were sold in the U.S. and to set a limit of not more than 15 percent for imports. The secretary would then make allocations among the import companies depending upon their respective shares during the prior year.

"Foreign" makers are those importing at least 100,000 new vehicles in the prior year. The bill includes civil penalties of up to $2,000 per vehicle for violation. The bill does not affect the U.S.-Canada auto products agreement. Import restrictions would end after 1990 if the injury to the U.S. is remedied.

Rep. Marcy Kaptur, Ohio Democrat, has introduced a bill to impose mandatory quotas on Japanese auto imports at current levels. She told her colleagues she took this action as a "direct result of President Reagan's misguided decision" to let the VRA expire.

She said fully one-third of the U.S. trade imbalance is with Japan, $19 billion of that in autos. Meanwhile, she said, American products are restricted from entering Japan.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
DECEMBER, 1984 VERSUS DECEMBER, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	61517	99463	10671	126,076
Encore FWD	3,934	68,588	6,627	15,757
Spirit	0	0	94	4,975
Concord	0	0	69	9,167
Concord SW	0	0	50	4,242
Eagle 4WD	320	3,847	706	9,626
Eagle 4WD SW	1,913	16,704	2,822	20,944
TOTAL AMC	12,318	188,602	21,039	190,797
Chrysler Laser FWD	3,772	51,973	4,311	9,518
LeBaron GTS FWD	1288	1,678	0	0
LeBaron FWD	6,351	86,606	6,216	67,886
LeBaron SW FWD	736	10,189	1,126	11,578
E Class-NY FWD	5,218	78,708	8,273	81,845
Cordoba	0	0	135	10,421
NY Fifth Ave-Newpt	8,488	91,369	5,343	71,663
Imperial	0	0	16	1,264
Total	25,853	320,523	25,420	254,175
Plymouth Horizon FWD	6,402	77,378	6,621	56,485
Turismo FWD	3,253	46,610	3,507	35,381
Reliant FWD	6,547	98,114	9,036	108,802
Reliant SW FWD	2,796	36,448	5,159	45,877
Caravelle FWD	2,872	7,662	0	0
Gran Fury	1,023	15,253	428	12,139
Total	27,393	281,465	24,751	258,684
Dodge Omni FWD	5,176	66,938	5,718	50,022
Charger FWD	3,574	51,126	4,260	44,938
Daytona FWD	3,335	43,474	3,414	7,412
Aries FWD	5,630	78,480	7,127	81,043
Aries SW FWD	2,182	30,776	4,116	36,945
Lancer FWD	1,141	1,499	0	0
600 84 400 83 FWD	2,054	24,366	1,781	28,929
Diplomat	2,718	26,705	554	20,857
Mirada	0	0	136	4,435
600 FWD	2,958	36,343	3,330	33,052
Total	28,768	359,707	30,436	307,633
TOTAL CHRYSLER CORP.	77,014	961,695	80,607	820,492
Ford Escort FWD	23,872	268,228	22,753	242,622
Escort SW FWD	6,362	81,327	7,401	80,938
EXP FWD	3,123	30,177	965	20,333
Fairmont	0	0	332	46,869
Tempo FWD	23,188	254,4437	24,632	124,060
LTD	10,749	144,547	12,426	117,337
LTD SW	3,302	49,998	5,724	47,993
LTD Crn. Victoria	10,187	137,385	8,211	9,4705
LTD Crn. Victoria SW	2,228	29,066	2,303	20,930
Mustang	13,401	1,366,067	10,438	113,957
Thunderbird	13,952	153,845	16,446	124,992
Total	110,364	128,507	111,631	1,034,732
Lincoln Town Car	8,978	86,162	4,829	57,348
Mark VII	1,715	28,349	2,941	26,353
Continental	2,444	29,767	1,536	13,505
Total	13,137	144,278	9,306	97,206
Mercury Lynx FWD	4,501	52,645	4,571	61,599
Lynx SW FWD	1,025	13,816	1,321	17,135
LN7 FWD	0	0	103	4,945
Capri	1,588	17,647	2,055	22,951
Zephyr	0	0	73	13,361
Topaz FWD	6,279	77,879	7,231	36,106
Marquis	6,837	87,535	5,541	49,689
Marquis SW	781	13,333	1,248	15,678
Grand Marquis	9,235	125,931	7,092	80,388
Grand Marquis SW	1,140	15,449	1,041	12,092
Cougar	10,284	119,466	9,507	80,388
Total	47,814	387,946	35,448	287,708
Lincoln-Mercury Division Total	54,807	653,979	49,089	492,247
TOTAL FORD MOTOR CO.	165,173	1,949,056	160,720	1526979
Buick Skylark FWD	7,949	102,203	9,388	100,213
Skyhawk FWD	6,214	108,642	5,504	61,409
Skyhawk SW FWD	704	10,672	755	10,092
Somerset Regal FWD	4,824	11,013	0	0
Century FWD	16,004	180,945	16,110	145,481
Century SW FWD	2,460	28 359	616	730
Regal	10,231	182,814	19,031	214,999
Regal SW	0	0	148	11,967
LeSabre	11,997	145,321	12,769	127,412
Electra	122	34,618	7,360	76,479
Electra FWD	6,716	46,294	9	159
Buick SW	1,526	15,217	1,579	18,192
Riviera FWD	4,901	52,223	6,637	51,123
Total	73,648	918,321	79,906	818,256
Cadillac DeVille	854	81,998	13,145	126,867
DeVille FWD	7,760	47,342	0	103
Cimarron	1,227	17,992	1,740	19,124
Fleetwood & Chassis	4,356	39,690	5,360	43,437
Fleetwood FWD	3,019	18,780	0	33
Eldorado FWD	6,206	68,763	7,673	69,487
Seville FWD	3,261	35,113	4,159	32,501
Total	26,663	309,678	32,077	291,552
Chevrolet Chevette	11,002	165,630	17,719	176,053
Camaro	15,077	198,624	17,306	175,690
Cavalier FWD	2,3717	186,097	20,519	180,228
Cavalier SW FWD	6,043	86,109	7,695	69,469
Citation FWD	5,519	90,413	7,296	92,126
Malibu	0	0	810	43,992
Malibu SW	0	0	407	41,505
Celebrity FWD	18,425	226,426	22,812	170,410
Celebrity SW FWD	6,715	90,569	1,707	1,940
Monte Carlo	6,184	115,310	12,820	102,628
Impala	3,076	49,601	4,492	46,037
Caprice	10,877	146,274	13,951	126,744
Chevrolet SW	4,569	59,145	6,135	57,644
Corvette	3,407	30,367	2,753	26,037
Total	114,611	1,544,565	136,422	1,310,503
Oldsmobile Omega FWD	369	34,418	3,577	49,081
Firenza FWD	3,418	47,109	2,975	31,491
Firenza SW FWD	905	13,524	1,074	12,405
Calais FWD	5,749	12,048	0	0
Cutlass Ciera FWD	14,878	197,283	19,920	183,141
Cutlass Ciera SW FWD	2,894	40,525	2,176	2,615
Cutlass Supreme-Calais	18,115	300,973	31,455	301,620
Cutlass SW	0	0	135	17,454
Delta 88	15,875	227,572	18,167	193,981
98	124	37,025	12,018	114,409
98 FWD	8,791	60,508	1	24
Oldsmobile SW	1,219	26,114	2,857	25,907
Toronado FWD	3,379	41,074	4,715	39,101
Total	75,716	1,038,173	99,070	971,229
Pontiac 1000	2,249	27,211	2,681	33,710
Firebird	6,921	98,8678	9,537	90,859
Sunbird FWD	7,888	112,617	8,037	73,119
Sunbird SW FWD	689	11,506	1,182	12,316
Grand Am FWD	6,154	13,858	0	0
Phoenix FWD	438	13,057	1,674	24,619
Bonneville	3,910	64,310	7,509	69,209
Bonneville SW	0	0	234	12,789
6000 FWD	8,816	102,581	10,106	89,116
6000 SW FWD	1,207	18,069	691	774
Grand Prix	4,136	70,725	7,470	87,012
Parisienne	4,645	44,176	3,260	19,122
Pontiac SW	1,248	15,996	1,349	5,721
Fiero	4,840	92,374	7,485	18,038
Total	53,141	685,347	61,215	536,404
TOTAL GM CORP.	343,799	4,496,084	408,690	3,927,944
Miscellaneous Domestic	13	267	23	617
Domestic Station Wagon Total	52,144	712,911	61,051	615,882
Domestic Grand Total	598,315	7,595,704	671,079	6,466,829
Import Total	224,406	2,522,527	238,581	2,457,357
Grand Total All Registrations	822,721	10,118,231	909,660	8,924,186

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.

And February output trails 1984

Car production slips for week

By Louise Kertesz
Detroit Reporter

U.S. car makers scheduled assembly of 177,685 units last week, 2.36 percent less than the 181,986 completed the previous week and 2.32 percent below the year-ago week's 181,909.

Year-to-date, 1,657,119 cars have been assembled, a pace slightly ahead of (up 1.87 percent) last year's 1,626,765 units completed at this point.

February output of 673,423 cars was down 12.18 percent from January's 766,824 and was 3.13 percent below the 695,171 built in February, 1984.

Companies shared last week's scheduled production as follows: General Motors, 60.52 percent; Ford Motor Co., 19.69 percent; Chrysler Corp., 14.41 percent; American Honda, 2.17 percent; American Motors, 2.05 percent; Volkswagen of America, 1.13 percent, and New United Motor Mfg. Co., 0.03 percent.

AMC's Kenosha facility, which produces the Renault Alliance and Encore, is down this week (March 11) for one week for inventory adjustment.

GM scheduled two overtime shifts Saturday (March 9) at its plants in Fairfax, Kans.; Janesville, Wis.; Lakewood, Ga.; Leeds, Mo.; Linden, N.J.; Lordstown, O.; Oklahoma City; Orion Township, Mich., and Wilmington, Del.

One shift was scheduled Saturday at GM's plant in Wentzville, Mo.

Chrysler scheduled two nine-hour daily shifts this week at its plants in Belvidere, Ill.; Newark, Del., and St. Louis (No. 2).

Chrysler's Jefferson (Detroit) plant is scheduled to operate two 8½-hour daily shifts this week.

Ford scheduled daily overtime this week at its plants in Atlanta, Chicago, Lorain, O., Kansas City, Dearborn and Wixom, Mich.

Overtime is scheduled Saturday, March 16, at Ford's Dearborn plant.

Overseas auto subsidies detailed in ITC report

Continued from Page 8

duced the level of local content to 85 percent for passenger cars and 75 to 80 percent for trucks. Where components were sourced from member countries of the Latin American Integration Assn., local-content levels were reduced further.

The ITC said those arrangements were originally intended to last 10 years, but were renewed in 1982. The ITC said its latest statistics showed the Brazilian auto industry committed to $17 billion in exports in exchange for access to $4 billion of imported components and capital and subsidies.

The Taiwanese Government is now working to overcome several recent setbacks to its fledgling auto industry: The failure to consummate a cooperative venture with Toyota, which had been the centerpiece of the government's auto sector development policy, and the withdrawal of General Motors from a joint venture truck plant in 1982.

According to the ITC, the Taiwanese have responded to those developments by proposing to reduce tariffs and other barriers to imported cars and car parts to 30 percent (from 60 percent) over an 8-year period.

The trade commission reported that the Taiwanese hope this move will force domestic auto and auto parts makers to rationalize and combine production facilities, making it possible to increase export sales for replacement and OE parts from $200 million in 1983 to $2 billion by 1991.

The government is also encouraged by a recent Ford Motor Co. commitment to invest $40 million to double to output of its subsidiary, Ford Lio Ho Motor Co., and to export 30,000 cars by 1987. It is reported that Ford will recieve substantial tax and financial incentives for its investment.

The Taiwanese are also reported to be backing a cooperative venture between Japan's Hino truck company and Taiwanese firms, the ITC said.

There are presently six vehicle assembly companies in Taiwan, all producing under license from foreign manufacturers. Costs are said to be high however, and the domestic market is small with only 150,000 vehicles sold in 1983.

Although most of the ITC's data on auto export is based on 1982 shipments, it is interesting to note an ITC tabulation listing the hourly compensation cost index for auto production workers in the five countries during 1983.

Using 100 percent to represent U.S. labor cost, Canada's rate was given at 72 percent that of the U.S. compensation cost, Mexico's labor cost was listed at 14 percent of the U.S. rate, Brazil's wage was 12 percent, and Korea's wage was lised as 9 percent of U.S. wage cost.No figure was given for Taiwan.

Truck production holds steady; 69,504 assembled

Domestic makers targeted assembly of 69,504 trucks last week, a dip of 0.71 percent from the previous week's 69,999 but 7.92 percent more than the year-ago week's 64,404.

So far this year, 641,159 trucks have been built, 7.90 percent better than the 594,202 completed last year at this time.

Makers produced 280,318 trucks in February, 3.50 percent less than January's 290,492 but 7.29 percent more than the 261,265 built in February, 1984.

General Motors scheduled two overtime shifts Saturday (March 9) at its plants in Flint (Nos. 1 and 2), Janesville, Wis., and Lordstown, O.

One overtime shift was scheduled Saturday at GM's Baltimore plant.

Ford Motor Co. also scheduled Saturday overtime at its Twin Cities plant.

Daily overtime is scheduled this week (March 11) at Ford plants in Lorain, O.; Wayne, Mich. (Michigan Truck); Kansas City; Norfolk; Twin Cities, and Louisville.

Chrysler Corp. scheduled two nine-hour daily shifts at its plant in Warren, Mich., this week.

Output of cars in Canada dips 2.5 pct. for week

Canadian makers scheduled production of 20,207 cars last week, 2.51 percent fewer than the previous week's 20,727 and 13.55 percent below the year-ago week's 23,373.

So far this year, 191,876 cars have been assembled, 7.69 percent less than the 207,855 built last year at this point.

Makers produced 79,326 cars in February, 6.53 percent less than the 84,871 built in January and 12.69 percent less than the 90,853 completed in February, 1984.

American Motors' Brampton (Ont.) plant is closed for two weeks for inventory adjustment. Production is scheduled to resume March 18.

Truck makers expected to build 18,516 units last week, about the same (up 0.54 percent) as the previous week's 18,417, but 46.37 percent more than the year-ago week's 12,650.

Year-to-date, 173,102 trucks have been assembled, 9.33 percent more than the 158,133 completed last year at this point.

February's production total of 71,170 trucks was 9.39 percent less than January's 78,546 but 1.52 percent more than last February's 70,106.

CANADIAN CAR PRODUCTION

	Week Ended March9, 1985	Week Ended March 10, 1984	Week Ended March 2, 1985	Feb. Total	Jan.1 to March 10, 1984	Jan. 1 to March 9, 1985
AMERICAN MOTORS	.....	608	609	1,057	5,829	2,143
FORD MOTOR	11,385	8,644	11,076	42,855	71,824	106,076
GENERAL MOTORS	8,597	13,896	8,817	34,559	128,049	81,542
VOLVO	225	225	225	855	2,153	2,115
Total Cars, Canada	20,207	23,373	20,727	79,326	207,855	191,876

TRUCK PRODUCTION IN U.S.☆

	Week Ended March9, 1985	Week Ended March 10, 1984	Week Ended March 2, 1985	Feb. Total	Jan.1 to March 10, 1984	Jan. 1 to March 9, 1985
CHEVROLET	24,330	20,364	22,807	95,779	192,731	218,459
DODGE	3,900	4,144	4,125	15,198	40,341	37,491
FORD	24,145	24,738	25,246	97,892	224.075	223,317
GMC	7,204	7,328	7,097	29,618	60,588	65,258
INTERNATIONAL	1,640	1,459	1,766	6,560	13,020	14,490
JEEP	4,300	3,508	4,381	16,991	33,936	39,007
NISSAN	2,215	1,813	2,807	10,364	19,221	23,637
AM GENERAL	50*	50*	50*	200	490*	480*
MISCELLANEOUS	1,720*	1,000*	1,720*	7,716*	9,800*	19,020*
Total Trucks, U.S.	69,504	64,404	69,999	280,318	594,202	641,159

CANADIAN TRUCK PRODUCTION

	Week Ended March9, 1985	Week Ended March 10, 1984	Week Ended March 2, 1985	Feb. Total	Jan.1 to March 10, 1984	Jan. 1 to March 9, 1985
CHRYSLER CORP.	8,568	2,677	8,722	31,377	65,310	79,950
FORD MOTOR	3,460	3,450	3,510	13,795	31,094	33,435
GENERAL MOTORS	6,248	6,375	5,952	25,018	60,565	57,558
INTERNATIONAL	240	148	233	980	1 364	2,159
Total Trucks, Canada	18,516	12,650	18,417	71,170	158,333	173,102
N. American Trucks	88,020	77,054	88,416	351,488	752,535	814,261

☆ — Now includes window van production. *— Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U. S. CAR PRODUCTION

	Week Ended March9, 1985	Week Ended March 10, 1984	Week Ended March 2, 1985	Feb. Total	Jan.1 to March 10, 1984	Jan. 1 to March 9, 1985
AMERICAN MOTORS	3,650	4,688	3,390	6,374	36,569	18,534
Renault Total	3,650	4,688	3,390	6,374	36,569	18,534
Alliance	1,950	2,569	1,876	3,839	18,362	11,099
Encore	1,700	2,119	1,514	2,535	18,207	7,435
CHRYSLER CORP.	25,600	28,161	30,392	95,975	250,668	240,244
Plymouth Total	7,300	8,060	8,833	28,290	76,024	69,954
Horizon	2,800	3,514	2,620	9,744	31,322	24,065
Reliant	3,200	3,941	4,366	12,715	40,015	31,179
Caravelle	800	165	1,372	4,499	1,597	11,182
Gran Fury	500	440	525	1,332	3,090	3,528
Chrysler Total	8,300	9,698	10,071	31,099	79,955	81,417
LeBaron	2,300	2,667	2,474	8,592	24,842	22,136
LeBaron GTS	1,500	.....	1,831	5,574	.....	13,435
Laser	900	1,869	884	3,131	15,028	9,422
New Yorker E-Class	1,200	2,071	1,995	5,608	19,949	13,604
Fifth Avenue	2,400	3,091	2,887	8,194	20,136	22,820
Dodge Total	10,000	10,403	11,438	36,586	94,689	88,873
Omni	3,100	3,469	2,937	10,248	28,344	25,783
Aries	2,900	3,096	3,449	9,942	32,379	24,284
Daytona	800	1,285	952	3,867	12,811	8,865
Dodge 600	1,300	1,686	1,812	6,035	15,911	14,330
Lancer	1,200	.....	1,426	4,117	.....	10,054
Diplomat	700	867	862	2,377	5,244	5,557
FORD MOTOR	34,988	38,774	38,462	146,094	321,866	357,518
Ford Division	22,622	26,133	26,473	96,895	216,109	234,890
Escort	5,606	7,709	7,111	26,550	66,567	64,025
Mustang	3,283	2,862	4,283	13,850	23,962	33,207
LTD	4,521	4,692	5,099	19,014	46,654	46,620
Thunderbird	5,435	4,030	6,019	20,816	32,268	43,891
Crown Victoria	.....	2,030	.....	.....	15,735	7,122
EXP	.....	618	.....	1,479	6,441	3,838
Tempo	3,777	4,192	3,961	15,186	24,482	36,187
L-M Division	12,366	12,641	11,989	49,199	105,757	122,628
Mercury Total	9,508	9,042	8,501	35,049	74,977	89,208
Lynx	2,177	1,582	2,339	7,231	13,419	17,299
Capri	331	385	425	2,621	3,347	4,591
Marquis	2,404	2,281	1,907	8,420	18,524	21,094
Cougar	3,223	2,167	2,727	11,372	15,341	29,003
Grand Marquis	.....	1,599	.....	.....	17,479	4,733
Topaz	1,373	1,028	1,103	5,405	6,867	12,488
Lincoln Total	2,858	3,599	3,488	14,150	30,780	33,420
Continental	518	659	629	2,554	5,669	6,056
Lincoln	2,025	2,249	2,470	10,022	16,074	23,671
Mark VI/VII	315	691	389	1,574	9,037	3,693
GENERAL MOTORS	107,547	105,066	103,823	403,954	972,527	990,265
Buick Total	19,411	20,940	18,350	74,257	210,418	188,273
Skylark	2,245	2,389	2,358	9,589	19,687	23,367
Skyhawk	2,177	3,918	1,934	9,356	33,293	20,636
Somerset Regal	2,900	.....	3,208	10,543	.....	24,370
Century	4,002	4,249	4,446	18,035	44,946	42,847
Regal	1,902	4,650	1,402	5,737	45,682	20,443
LeSabre/Electra	2,392	4,473	1,195	6,955	53,350	27,492
Riviera	1,418	1,185	1,260	5,432	11,967	12,620
Electra (fwd)	2,375	76	2,547	8,610	1,493	16,498
Cadillac Total	8,337	7,558	7,406	31,419	66,949	76,265
Cimarron	754	428	783	2,457	4,407	5,671
Seville	974	905	824	3,594	8,015	8,571
Eldorado	1,826	1,629	1,477	6,362	14,758	15,693
Cadillac (rwd)	906	4,240	1,037	4,199	38,073	10,882
DeVille (fwd)	3,877	356	3,285	14,807	1,696	35,448
Chevrolet Total	39,404	33,918	36,870	146,022	331,776	355,171
Chevette	3,616	4,902	3,136	13,442	43,169	32,147
Cavalier	11,147	9,079	11,112	38,670	81,842	96,834
Celebrity	6,857	6,379	5,824	23,870	59,459	57,151
Camaro	5,054	5,255	4,819	18,295	52,772	45,327
Citation	1,755	1,849	1,717	6,584	19,161	16,130
Malibu/El Camino	.....	817	.....	.....	6,236	.....
Monte Carlo	3,330	2,779	3,479	14,344	38,302	29,896
Chevrolet	6,645	2,234	5,755	26,777	23,823	69,774
Corvette	1,000	624	1,010	4,050	7,012	7,912
Oldsmobile Total	26,030	30,622	27,186	100,664	254,272	246,190
Omega	.....	1,386	.....	.....	9,857	.....
Firenza	1,535	1,614	1,632	5,189	14,637	14,066
Cutlass Supreme	3,029	8,789	4,063	14,086	75,704	36,332
Cutlass Ciera	8,903	6,116	8,961	31,445	51,146	77,744
88/98 (rwd)	5,106	11,544	4,629	19,603	92,504	50,922
Olds 98 (fwd)	2,933	181	2,995	12,718	1,556	27,640
Calais	3,457	.....	3,956	13,762	.....	30,092
Toronado	1,067	992	950	3,861	8,868	9,394
Pontiac Total	14,365	12,028	14,011	51,592	109,112	124,366
Acadian**	.....	275	265	1,019	3,060	2,171
2000 Sunbird	3,128	3,623	3,220	11,046	29,034	28,645
1000	770	669	639	2,703	8,132	6,568
Firebird	2,783	2,174	2,739	9,909	22,224	24,572
Phoenix	.....	329	.....	.....	3,190	.....
Grd. Prix/Bon'vle	.....	1,802	.....	.....	14,697	.....
6000	770	.....	625	2,579	.....	4,738
Parisienne	1,519	534	1,358	6,389	4,728	14,791
Fiero	2,400	2,622	2,367	9,147	24,047	21,143
Grand Am	2,995	.....	2,798	8,800	.....	21,738
HONDA	3,855	2,880	3,760	12,856	21,894	31,402
NUMMI (Nova)	45*	.....	50*	117*	.....	200*
VOLKSWAGEN	2,000	2,340	2,109	8,053	23,241	18,956
Total Cars, U.S.	177,685	181,909	181,986	673,423	1,626,765	1,657,119
Total Cars, Canada	20,207	23,373	20,727	79,326	207,855	191,876
N. American Cars	197,892	205,282	202,713	752,749	1,834,620	1,848,995
N. American Trucks	88,020	77,054	88,416	351,488	752,535	814,261
North American Cars and Trucks	285,912	282,336	291,129	1,104,237	2,587,155	2,663,256

*Revised estimate.
**— All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

March 18, 1985

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Car supply drops back to 59½ days

By Arthur Flax
Automotive News Staff

The stockpile of domestic cars on March 1 reached a level not seen in almost four years, but a strong selling pace reduced the days' supply to 59½ from 65 a month earlier.

The actual number of new domestic cars in stock rose to 1,603,527, the highest count since Aug. 1, 1981, when 1,675,193 represented an 87½-day supply.

A month ago, the inventory totaled 1,565,456, and a year ago it was 1,537,290 units.

The ideal days' supply figure is generally considered to be 60, and although the entire industry was right in line with that count, there were shortages of certain models.

Notable was the drop in inventory among Chrysler's small cars on which factory incentives are currently offered. Days' supply of Horizon, Turismo, Omni and Charger models ranged from 28 to 34 days on March 1, down from a range of 80 to 88 a month earlier.

Supplies of Pontiac's Grand Am and 6000 models remained low, the Grand Am at 24½ days and the 6000 at 38, both a couple days lower than the month-earlier stock. Stocks of Oldsmobile's Cutlass Ciera and Supreme models as well as Chevrolet's Celebrity were also under 40 days.

Chevrolet Camaro supplies dropped from 70 days on Feb. 1, to 44 days on March 1. Ford Topaz dipped from 73 days to 54½ and Tempo fell from 81 days to 57½.

Inventories were split this way by maker: GM, 47.92 percent; Ford, 32.12 percent; Chrysler, 16.04 percent; AMC, 3.06 percent; VW, 0.83 percent, and Honda, 0.03 percent.

The March 1 split by market class: Subcompact, 18.89 percent; compact, 22.57 percent; intermediate, 30.87 percent; standard, 17.17 percent, and luxury, 10.50 percent.

The days' supplies of subcompacts on March 1: Domestic Accords, 1; Horizon, 28; Turismo, 29; Omni, 31; Charger, 34; Golf, 51½; Chevette, 55½; Pontiac 1000, 56½; Daytona, 69; Escort, 70; Laser, 75½; Fiero, 78; Lynx, 84; EXP, 106½; Alliance, 109½, and Encore, 127.

Compacts: Mustang, 43½; Camaro, 44; Cavalier, 53; Topaz, 54½; Skyhawk, 56; Tempo 57½; Sunbird, 64; Firebird, 69½; Aries, 70½; Reliant, 71; Cimarron, 76; Firenza, 82; LeBaron, 87; Capri, 96½, and Eagle, 120½.

Intermediates: Grand Am, 24½; Cutlass Ciera, 30; Century, 33; Celebrity, 36½ Cutlass Supreme, 37; Pontiac 6000, 38; Skylark, 43;

Continued on Page 57, Col. 1

Anniversary Model

Peugeot by Pininfarina

To observe its 30-year association with Peugeot, Pininfarina presented this Griffe 4 coupe at the Geneva International Motor Show. The roof is transparent and front and rear bumpers have been replaced by impact zones that form an integral part of the bodywork. The Griffe 4 is 161 inches long with a wheelbase of 105.5 inches. Story and other pictures on Page 3.

Import-car deals climb to 12,427; Chevy is reason

By John K. Teahen Jr
Managing Editor

The number of dealers handling imported cars took off like a skyrocket last year, but the reader should not be misled by the unaudited numbers.

The annual Automotive News census found 12,427 dealerships in the U.S. handling imported cars on Jan. 1 of this year, compared with 10,096 at the beginning of 1984. That's an increase of 2,331 outlets or 23 percent.

But don't sound the trumpets. At least not too loudly.

Chevrolet accounted for just about all of the 2,331-outlet increase by introducing the Sprint last May and the Spectrum in the fall. Both are from Japan. At year's end, the Sprint (from Suzuki) was handled by 516 West Coast Chevy dealers, and the Spectrum (from Isuzu) was offered by 1,561 Chevy outlets in the East.

That takes care of 2,077 of the additional import outlets. Another 124 were added by Chrysler Corp. to sell the cars it imports from Mitsubishi.

So the independent imports added a total of 130 dealerships last year. Not a shabby performance by any means, but quite a bit different from the gain of 2,331 that goes into the record book.

Last year's upturn was the second in a row for the imports. They followed five years in which the total declined.

The Automotive News census divides import dealerships into two categories—those that handle only foreign cars and those that sell both imported and domestic lines. There's a further breakout in each of those groups.

In the import-only class, there are exclusives—stores that carry only one import line—and duals, which sell two more imported makes but have no domestic cars in the showroom.

Continued on Page 62, Col. 4

Chrysler Liberty car project is gunning for GM's Saturn

By Edward Lapham
Marketing Editor

Chrysler Corp.'s five-year marketing strategy to supplant General Motors as the perceived "best" U.S. auto maker shifted to a higher gear last week, Automotive News has learned.

In a two-day, intensive presentation to Wall Street analysts, Chrysler bared its financial, product and marketing plans which leave little doubt that Chrysler has GM in its sights.

The main event in the confrontation is being billed as a lightweight championship bout between Chrysler's Liberty project and GM's highly publicized Saturn project.

Apparently, Chrysler felt compelled to tout its own wares in the wake of all the publicity GM's Saturn project has garnered before the company has even selected a plant site.

Chrysler Vice Chairman Gerald Greenwald fired the opening salvo when he told the analysts Chrysler intended to be the best, not necessarily the biggest, U.S. auto maker. He likened it to being Mercedes-Benz, not Volkswagen,in Germany and being Maserati or Ferrari, not Fiat, in Italy.

Chrysler Engineering Vice President Robert Sinclair gave the analysts a lot of detail on Liberty, which until recently was known as Concept 90 and thought to be in an early developmental stage.

According to Automotive News sources, Sinclair told the analysts a two-door, four-passenger hatchback Liberty prototype has scored EPA mileage results of 46 MPG on the city cycle and 70 MPG on the highway cycle at Chrysler's Chelsea (Mich.) test track.

Sinclair described the car as having a resin-injected body with

Continued on Page 58, Col. 1

Chrysler mini-minivan left without a home

By Dan McCosh
Detroit Reporter

One of the biggest sourcing casualties of Chrysler Corp.'s recent decision to drop options on two U.S. manufacturing plant sites may have been a proposed radically new mini-minivan codenamed the "Z-van."

It reportedly is still a live project but apparently is temporarily orphaned.

Meanwhile, Chrysler reportedly has decided to begin converting one of its St. Louis plants next year to produce the 1987 J-car, a new luxury intermediate.

The two plant sites on which Chrysler had options were near Indianapolis, and Peoria, Ill. When the plant-site acquisition program was launched, apparently late last year, it represented a major change in Chrysler's philosophy to restrain production capacity in the U.S.

While product plans for the new plant sites weren't firm, the most likely scenario was to use a portion of the additional capacity to produce a radically new minivan that insiders are calling a "tall car." It is due in the 1988-89 time frame and is code-named the Z-van.

A short, high people-carrier, the Z-van is expected to incorporate some of the technology that will be used later in the Liberty (formerly Concept 90) project, now expected to follow a year or two later.

Chrysler's shift in sourcing announced last week means its Sterling Heights (Mich.) plant will be making "two yuppie cars—a big yuppie car and a little yuppie car," with St. Louis getting the upcoming J-body, Chrysler's midsize luxury entry, according to Chrysler insiders.

The Sterling Heights "big yuppie car" is the H-body Dodge Lancer and Chrysler LeBaron GTS, already in production, and the "little yuppie car" is the 1986½ P-car.

Although Chrysler Chairman Lee A. Iacocca cited the flood of competition coming from the Japanese, both from imports and U.S.-based plants, as the primary reason for killing plans to expand

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GM & EDS
An in-depth report on the far-reaching implications of the General Motors-Electronic Data Systems relationship begins on Page 26.

breaking news

AMC puts Espace minivan 'on hold'

DETROIT.—American Motors' plans to import the Espace, a minivan built for Renault by Matra, have been placed "on hold" while AMC negotiates a price with Matra, according to an AMC spokesman. The vehicle had been scheduled for U.S. introduction next year. In addition, AMC has said it will import a new compact line from Renault sometime before introduction of the intermediate, front-wheel-drive vehicle to be built at a new Brampton (Ont.) plant beginning in mid-1987.

Ishihara: 'Let makers decide on exports'

TOKYO.—Takashi Ishihara, chairman of the Japan Automobile Manufacturers Assn. and head of Nissan Motor Co., thinks Japanese car makers should use their own discretion in deciding on how many vehicles they should export to the U.S. in the wake of the end of voluntary import quotas on Japanese-made cars. Said Ishihara, "We shouldn't curb our exports

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Air rules set for buses and heavy trucks

By Jake Kelderman
Washington Reporter

WASHINGTON.—It took a court order to do it, but the EPA has finally completed its job of setting emission standards for all vehicles.

The last to fall under the guidelines are heavy-duty truck and bus makers.

They received the word earlier this month when EPA set nitrogen oxide and diesel particulate standards for their products that will require them to commence controlling emissions with the 1988 model year. They must use catalyst and diesel particulate trap technology no later than 1994.

The agency's final rule set NOx standards of 1.2 grams per mile for trucks under 6,000 pounds GVW and 1.7 gpm for those between 6,000 and 8,500 pounds GVW, beginning the 1988 model year.

Heavy-duty engines would have to meet NOx standards of 6.0 grams per brake-horsepower-hour and diesel particulate emission standards of 0.6 grams per brake-horsepower-hour.

By 1991, those standards would drop to 5.0 g/BHP-hr NOx and 0.25 g/BHP-hr particulates for trucks and 5.0 g/BHP-hr NOx and 0.10 g/BHP-hr diesel particulates for buses.

By 1994, all heavy-duty diesel engines would have to meet a standard of 0.1 g/BHP-hr particulates.

This is the first time that EPA has required particulate emission control on heavy-duty diesel engines.

The agency expects the new requirements will boost the cost of a light-duty truck by $28 and heavy-duty gasoline-fueled vehicles by $21. Heavy-duty diesel engines, meanwhile, could see a cost increase of as much as $519, the agency estimated, because of the need to adopt trap oxidizer technology.

Because of the nature of the heavy-duty engine business, where product cycles are long, EPA has also given the makers the option of utilizing an averaging program whereby they can offset the greater emissions from some of their engines against those of some of their cleaner engines.

Available in the 1991 model year, the program is modeled after one currently in use in the light-duty diesel NOx and particulate control program. Like that program, it sets limits on the amount any engine may be above the base standard.

EPA, which was ordered by

Continued on Page 58, Col. 2

Customized Opel

This four-seater KC 5 convertible, based on the Opel Monza, is built by Keinath, the Opel dealer in Dettingen, Germany. The KC 5, displayed at the Geneva International Motor Show, is available in Europe with a 2.2-liter injected four or a 2.5-liter injected six.

GM expected to top Ford sales in Europe

By Richard Feast
European Editor

GENEVA—All the signs point to it. This looks to be the year when General Motors passes Ford in the European new-car sales race.

Robert A. Lutz, chairman, proclaims Ford of Europe will not defend its 1984 market leadership this year.

"I'd rather be profitable on 10 percent than be losing money with market leadership and 13 percent," he said at the International Motor Show here.

But John Bagshaw, sales director at Adam Opel, which co-ordinates GM's European passenger-car sales, took a more aggressive attitude.

"I think we'll take a good shot at No. 2 this year," he predicted. No. 2 to whom Bagshaw would not say, but Lutz' comment suggests it will not be Ford.

Last year, GM finished fifth among the European Big Six, while Ford enjoyed market leadership—for the first time—by the narrowest of margins over Fiat Auto.

The rising Italian group is emerging as the favorite in this year's race, having led for much of last year. Its product lineup is modern. Even in Geneva it was launching an additional model—the Lancia Y10—which will further strengthen its hand. The Italian market, which it dominates, is large and steady.

In contrast, there is doubt and pessimism over sales prospects in the West German market. This has been caused by the acrimonious public debate over exhaust-emission standards which could wipe a half-milion units from the marketplace this year.

Nine months ago, in the aftermath of the Metalworkers' strike, German demand was running at an annualized rate of 2.5 million. Today, company executives talk about 2 million or less for 1985.

While this trend will equally affect the major German groups—Volkswagen, Audi, Opel and Ford—it will hold back their overall standings in Europe, just as the French decline last year worsened Renault's problems.

This year, the French market has stablized at a lower level, but Renault is still in serious trouble and at the Peugeot Group (PSA), the Peugeot brand name is the only one doing really well. Citroen is stable, but Talbot is almost dead.

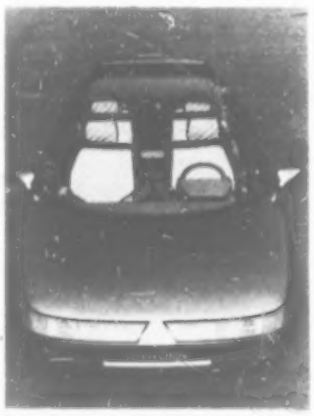
Thus, the combination of Fiat's and Italy's strength, and the weaknesses in other companies and countries, could give Fiat this year's title.

Last year, the Big Six were separated by only 1.9 percentage points in a market worth 10.17 million units. Ford was No. 1 with 12.8 percent, followed by Fiat, 12.7 percent; VW, 12.0 percent; PSA, 11.5 percent; General Motors, 11.1 percent, and Renault, 10.9 percent.

If GM does finish ahead of Ford, it will be the culmination of the major investment undertaking at the end of the 1970s. GM put a car-assembly plant into Spain and powertrain and transmission facilities into Austria to produce an additional model in its range of Opel-designed cars. The result turned GM from an also-ran sixth to a front runner in terms of sales.

The transformation has been particularly marked in the U.K., where within a few years Vauxhall has moved from around 9 percent to about 20 percent. It has been at the expense of Ford, the market leader, and Austin Rover.

Indeed, with German demand in the doldrums, what happens in the U.K. this year could provide the key to the Ford vs. GM needle match. For Ford, the country is the single most important national market. For GM, it is the second-most important, after West Germany. And it is sufficiently large (1.75 million last year) to affect the overal European picture.



Slippery Citroen

Citroen claims a drag co-efficient of 0.19 for its Eole, which it unveiled at Geneva. Posts and windows are flush, a glass dome covers the top of the car and the underbody is contoured. All wheels have fitted covers.

Volvo 280 coupe bows

New models, concepts in spotlight at Geneva

By Richard Feast
European Editor

GENEVA.—The absence of the Ford Scorpio sedan at the Geneva International Motor Show—it will be unveiled March 19—left the focus on just two newcomers.

While Lancia had already released photos and details of its baby Y10 model (Automotive News, Feb. 11), the ceremonial announcement of the luxury Volvo 280 coupe meant no outsider had seen the car until just after 3 p.m. on the press preview day.

The Volvo, designed and built by Italy's Bertone and aimed primarily at the U.S. market, was well received. Nuccio Bertone pronounced it "the best product we ever made." The car (Automotive News, March 11) will go into production in May.

But there were many other new developments at Geneva—smalll rays of sunshine amid the gloomy and endless talk of exhaust emissions and three-way catalysts that dominated the show.

Ford production four-wheeldrive and 16-valve versions of the Sierra sedan and a number of Japanese products made their European debuts. Among them were the Nissan Laurel, Subaru XT Turbo Coupe and all-wheel-drive versions of the Mitsubishi Tredia and space wagon.

On the Rolls-Royce stand, there was Volvo-style secrecy over the exhibit which remained firmly covered on the first press preview day. Only on the following day did the wraps come off to reveal a model of a Bentley which could be produced in the 1990s.

Known as Project 90, it is a deliberate throwback to the Bentley Continental R-Types of the 1950s. Rolls-Royce brought in stylists John Heffernan and Ken Greenley, the people responsible for the Panther Solo, to design it and had the full-scale model made at International Automotive Design, England.

Project 90 was designed around the mechanical components of the Mulsanne Turbo R, itself a show debutante. The R version has significant suspension changes to give the car sportier handling and better road holding.

There seems little doubt that the main inspiration for Project 90 came from the U.S., which last year took 52 percent (1,200 cars) of Rolls-Royce production. Bob Schwartz, the man in charge of U.S. sales, explained that the Bentley name is relatively unknown. He would like to take the Mulsanne Turbo but feels that a more distinctive vehicle is required for the American market. Hence Project 90, to test public reaction.

Project 90 could be made at Rolls-Royce's Mulliner Park ward body building facility in north London. But it would be very expensive. The regular Mulsanne Turbo costs almost $70,000 in its country of origin.

At Citroen, there was another concept vehicle. Known as the Eole (pronounced Ayol), it is constructed around the components of the big CX sedan.

Citroen claims that Eole is the first design study to be machined directly by computer from the stylist's drawings. The technique eliminated the need to produce a one-fifth scale model and reduced the period for finalizing the design to three weeks.

The emphasis is on aerodynamic efficiency. A drag coefficient of 0.19 is claimed.

The low drag comes in part from the use of glass placed on the outside of the vehicle structure, concealing windshield supports and pillars. A glass dome covers the upper part of the car and blends with the body.

The underside is completely contoured. External fittings are integrated with the body, and the windshield wiper is hidden. But perhaps most peculiar of all, all wheels have fitting covers. Those at the front are moved by hydraulic assistance when the wheels are turned.

Pininfarina celebrated 35 years of working with Peugeot by producing an upper-medium range coupe known as Griffe 4. There are no known production plans, but Pininfarina said the car represents "the seed of a new car generation."

Griffe 4 is a four seater, conservative yet modern in style. The roof is a transparent, smoked material and blends with the windows.

There is an absence of conventional bumpers. Instead, soft front and rear impact zones are integrated with the bodywork.

As always, the prize for the weirdest car at the Geneva auto show goes to local fantasist Franco Sbarro. This year's was named Challenger.

Challenger is an extreme, wedge-shaped and rounded two-seater. It has 4WD and is powered by either a Mercedes-Benz or Porsche V-8—each with twin turbos. Sbarro said he will produce 10 examples at prices from $62,000.

Bentley teaser

Bentley Project 90 was designed by Rolls-Royce as a deliberate throwback to the Bentley Continental R-types of 30 years ago (that's an R-type lurking in the background). The Project 90 on display at Geneva was a full-scale model, but it could go into production in the 1990s. The Project 90 was built to test public reaction, but Rolls-Royce obviously has the U.S. market in mind.

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